

Technical and Bibliographic Notes / Notes techniques et bibliographiques

The Institute has attempted to obtain the best original copy available for filming. Features of this copy which may be bibliographically unique, which may alter any of the images in the reproduction, or which may significantly change the usual method of filming, are checked below.

L'Institut a microfilmé le meilleur exemplaire qu'il lui a été possible de se procurer. Les détails de cet exemplaire qui sont peut-être uniques du point de vue bibliographique, qui peuvent modifier une image reproduite, ou qui peuvent exiger une modification dans la méthode normale de filmage sont indiqués ci-dessous.

Coloured covers/
Couverture de couleur

Coloured pages/
Pages de couleur

Covers damaged/
Couverture endommagée

Pages damaged/
Pages endommagées

Covers restored and/or laminated/
Couverture restaurée et/ou pelliculée

Pages restored and/or laminated/
Pages restaurées et/ou pelliculées

Cover title missing/
Le titre de couverture manque

Pages discoloured, stained or foxed/
Pages décolorées, tachetées ou piquées

Coloured maps/
Cartes géographiques en couleur

Pages detached/
Pages détachées

Coloured ink (i.e. other than blue or black)/
Encre de couleur (i.e. autre que bleue ou noire)

Showthrough/
Transparence

Coloured plates and/or illustrations/
Planches et/ou illustrations en couleur

Quality of print varies/
Qualité inégale de l'impression

Bound with other material/
Relié avec d'autres documents

Continuous pagination/
Pagination continue

Tight binding may cause shadows or distortion along interior margin/
La reliure serrée peut causer de l'ombre ou de la distorsion le long de la marge intérieure

Includes index(es)/
Comprend un (des) index

Blank leaves added during restoration may appear within the text. Whenever possible, these have been omitted from filming/
Il se peut que certaines pages blanches ajoutées lors d'une restauration apparaissent dans le texte, mais, lorsque cela était possible, ces pages n'ont pas été filmées.

Title on header taken from: /
Le titre de l'en-tête provient:

Title page of issue/
Page de titre de la livraison

Caption of issue/
Titre de départ de la livraison

Masthead/
Générique (périodiques) de la livraison

Additional comments: /
Commentaires supplémentaires:

Pages 7 - 8 are missing. Some pages are cut off.

This item is filmed at the reduction ratio checked below /
Ce document est filmé au taux de réduction indiqué ci-dessous.

10X	12X	14X	16X	18X	20X	22X	24X	26X	28X	30X	32X
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



For the Holiday Trade:

Elgin Watches,

**GOLD AND FILLED CASES,
With DIAMOND and PEARL Settings.**

DIAMOND and other GEM RINGS.

**Sterling Silver Novelties,
GILT CLOCKS,**

and an Exceptionally Fine Assortment of

LADIES' AND GENTS' UMBRELLAS.

THE T. H. LEE & SON CO.,
LIMITED,
TORONTO.



P. W. ELLIS & CO.,

31 WELLINGTON STREET EAST,
TORONTO,
CANADA.

SPECIAL AGENTS:

- Omega Watches.
- Waltham Watches.
- Elgin Watches.
- Ingersoll Watches.
- Century Watches.
- New England Watches.
- Swiss Small Watches.
- Trump Gents' Watches.
- Trump Ladies' Watches.
- Gun Metal Watch Cases.
- Nickel Watch Cases.
- Regal Sterling Silver Watch Cases.
- American Gold Filled Watch Cases.
- Canadian Gold Filled Watch Cases.
- "Regal"
- Solid 8-10k Gold Watch Cases.
- " 10k " " "
- " 14k " " "
- " 18k " " "

- Diamond and other Gem Set Solid Gold and Gold Filled Watch Cases.
- Waterbury Clocks.
- Mantel Clocks.
- Box of 6 Night-day Clocks for\$22.80
- Gun Nickel Alarm Clocks, each ... 1.60
- And many other Clock Specialties.

20th Century Jewelers' Herald.

An Up-to-date Watch Price List. If you do not receive it regularly, write for it, as it is yours for the asking. Keep yourself posted by reading the Herald.

Yours truly,
P. W. ELLIS & CO.,
Watch Department.

New England Watches.

New 14 Size Thin Model.	Gents' Trump Line.	Ladies' Trump Line.
No. 14—Silver, N. T. Black\$7.00 each	No. 11—Nickel, Plain Back\$3.50	No. 211 in Plain Nickel Case, \$4.70
" 222—Nickel, Plain Black 2.80 each	" 19—Nickel, E. T. and Engraved Back 3.50	" 213 in Fancy " " 4.40
" 313—Oxidized Steel. 5.00 each	" 21—Nickel, Scroll Engraved Back 3.50	" 223 in Engine Turned Case 4.40
" 222—Nickel, Plain Back, Card Dial 4.30 each	" 29—Nickel, E.T. Engraved Back 3.50	" 301 in Plain or Engine Turned Gold Gilt Case 5.00
" 213—Oxidized Steel; Card Dial 3.50 each	" 41—Glass Front and Back 3.50	" 313 in Fancy Engraved Gold Gilt Case 5.00
The Oxidized Steel has Gilt Bow and Crown.	" 1785—Black Steel, Plain Back 4.00	" 279 in Black Steel Plain Case 4.70
No. 213 is the lowest priced American 14 Size Black Steel Watch on the market and only \$5.00 each.	No. 1275 is black steel usually called gun metal. Lowest priced Black Steel American Watch on the market, and only \$4 catalogue list.	" 271 in Black Steel Plain Case 5.00
		No. 271 has a seconds hand and is the best value in an American Ladies' Black Steel Watch, only \$5.00 each.

SPECIAL.—Send for Blue Book and Price List of New England Watch Co. Small Watch Specialties.



18 Size Open Face or Hunting-Lover Set.
CENTURY.
Price for Movement, \$4.00.

Price Complete for Century with O. F. Cases.

Century and Special Nickel Case	\$ 5 30
" Regular	5 50
" Promuler Nickel Case	5 80
" 3 oz. Fahys Nickel Case	5 60
" 3 oz. " Gold Inlaid Case	6 90
" 4 oz. Fahys Nickel Case	5 90
" Gun Metal, S. B. & B.	6 00
" Waltham Style Nickel Case	6 00
" Special Silver Case	9 00
" 3 oz. Silver Case	11 60
" Waltham Style Silver Case	13 60
" 20 Year Filled	13 00
" 25 " "	17 00
" 30 " Waltham Style Filled	20 60

Ingersoll New Model Watches.

	Each.	Per doz.
YANKEE. } New Model, Nickel Finish	\$2 00	\$21 00
" " Gun Metal Finish	2 30	25 20
DEFIANCE. } New Model, Nickel Finish, Stem Set and Stem Wind	2 50	27 60
ECLIPSE. } New Model, Nickel Finish, Stem Set and Stem Wind	2 80	31 20
	16 Size, Small and Thin	



18 Size Hunting-Engine Turned to Shield Case, same also made in Open Face.

Regal.

Plain Bassine Solid Gold Cases.

PRICE LIST.

0 Size, 10k Hunting, 10 dwt.	\$19.50
0 " 14k " 13 "	23.30
0 " 18k " 16 "	33.50
6 " 10k " 16 "	26.70
6 " 14k " 19 "	37.90
6 " 18k " 22 "	51.50
12 " 14k " 30 "	55.50
12 " 18k " 35 "	77.50
12 " 14k Open Face, 25 dwt.	55.00
12 " 18k " 30 "	75.00
16 " 14k " 33 "	67.80
16 " 18k " 40 "	95.00
16 " 14k Hunting, 43 dwt.	74.70
16 " 18k " 48 "	103.50
18 " 14k " 45 "	79.50
18 " 18k " 55 "	117.50
18 " 14k O Face, 40 dwt.	79.00
18 " 18k " 45 "	105.00

Subject to Herald Discounts.

See page 315H August, 1922, Herald for complete Gold Case Price List.

Regal.

Plain Engine Turned Solid Gold Cases.

PRICE LIST.

0 Size, 10k Hunting, 10 dwt.	\$19.50
0 " 14k " 13 "	23.30
0 " 18k " 16 "	33.50
6 " 10k " 16 "	26.70
6 " 14k " 19 "	37.90
6 " 18k " 22 "	51.50
12 " 14k " 30 "	55.50
12 " 18k " 35 "	77.50
12 " 14k Open Face, 25 dwt.	55.00
12 " 18k " 30 "	75.00
16 " 14k " 33 "	67.80
16 " 18k " 40 "	95.00
16 " 14k Hunting, 43 dwt.	74.70
16 " 18k " 48 "	103.50
18 " 14k " 45 "	79.50
18 " 18k " 55 "	117.50
18 " 14k Open Face, 40 dwt.	79.00
18 " 18k " 45 "	105.00

Subject to Herald Discounts.

See Page 315H August, 1922, Herald for complete Gold Case Price List.

REGAL Solid Gold Cases as priced above are standard weight cases which we usually carry in stock. Besides these we have a full line of **REGAL** Solid Gold Handsomely Engraved Cases, both in light and heavy weights. Selection parcels sent on approval for special sales. Special weight cases made to order. Favor us with your watch case business and we will guarantee you satisfaction.

P. W. ELLIS & CO.,

All prices subject to "Trader" Discounts.

Watch Department.



ESTABLISHED 1848.

H. & A. S.

ON GOLD FILLED CHAINS

STANDS FOR

QUALITY, WORKMANSHIP AND FINISH.



THE H. & A. S. CHAINS

ARE MADE ONLY BY

H. & A. SAUNDERS,

THE PIONEER JEWELERS.

TORONTO, CAN.

*LOOK FOR THE STAMP ON EVERY GOLD
FILLED CHAIN YOU PURCHASE,*



Saunders, Lorie & Co.,

...67 Adelaide Street West, **TORONTO.**

GOLD LINKS.

We are carrying this fall a very fine assortment of Gold Links set with Diamonds, Pearls and Opals, in three stone and S. S. stone styles. We feel sure our stock in this line will interest you especially at this time of the year.

PEARL STICK PINS.

An entirely new line of Pins, of patterns which sell themselves.

FINE PENDANTS.

We carry always on hand a good assortment of expensive Pendants. Should you have a prospective customer, we are willing to send some on approval to you.



TORONTO, ONT., NOVEMBER, 1900.

THE TRADER, the official organ of the Jewelry trade of Canada, is published on the 1st of every month at 34 Lombard Street, Toronto, Ont., and has a circulation embracing every solvent Jeweler in the Dominion. Price \$1.00 per annum.

Correspondence is invited on topics of interest to the trade, but we do not hold ourselves in any way responsible for the statements or opinions of those using our columns.

Changes or new advertisements must reach us not later than the 20th of the month previous to date of issue in order to ensure insertion.

Our advertising rates are very low, and will be made known upon application.

All business and other correspondence should be addressed to

THE TRADER PUBLISHING CO.
OF TORONTO, LIMITED.



THE SCARCITY OF AMERICAN MOVEMENTS.

NEVER before during our connection with the jewelry trade, a period of over thirty years, have we known American watch movements to be so scarce as they are at present. This is all the more singular when it is remembered that in few other branches of American manufacturing industry have the prevailing good times created such a demand as in that of watch movements.

As far as we can learn, every watch movement company in the United States has not only increased the capacity of its factory and is turning out a larger quantity of goods than ever before, but one and all of them have orders ahead for many months to come. It is interesting to know also in this connection that the demand is for higher grade goods than formerly, and that the higher priced goods are just as scarce as seven jeweled ones.

Although the companies have advanced prices several times during the past eighteen months, it appears to make no perceptible difference in the demand. The people want the goods, and the people are prepared to pay the increased

price for them to-day, just as cheerfully and even more so, than they did the starvation prices which prevailed a few years ago, when they appeared to be a drug on the market. The trade pendulum has swung clear across the national clock and it will without doubt take several years to get back again.

In the meantime the people must have watches and they are willing to pay higher prices for them. This being the case, our Canadian jewelers should see to it that they take advantage of this golden opportunity to cultivate a higher class of watch trade than heretofore. Don't be afraid to lay in plenty of stock of better grade watches than formerly, and you may depend upon it that with but little additional effort you will be able to dispose of them just as easily as you formerly did the cheaper lines that were generally handled.

This scarcity of American movements is perhaps a blessing in disguise, and if it has the effect of making jewelers push high grade instead of low grade watches, it certainly will be. We have always advocated the pushing of high grade watches as in the real interest of the trade, and before movements become plentiful again we trust that many of readers will find out the truth of this claim by practical experience.

ADVANCE IN SILVER.

THE price of silver bullion has been advancing steadily for the past couple of months, and within the past fortnight had reached the highest point since the early part of the year 1897.

So far as we can see, while an effort has been made by the silver men of the United States to advance the price in order to help Bryan's election, this factor has had but little to do with its rise in price.

The main causes appear to have been the increased demand in India and China, both of which countries have been large purchasers of silver bullion, to be used for the purpose of minting coin for their increased trade. In Europe, also, an increased demand has been created by the universal good times, both for coinage purposes as well as for manufacturing. The increase in the use of silver for manufacturing purposes is unprecedented, and it is safe to say that never before in the history of the world was sterling silver in such common use as it is at the present day.

All these things taken together have had a tendency not only to stiffen, but to advance the price of silver bullion, and it is not surprising to find that it increased in value four and a-half cents or nearly eight per cent. during the present year.

As our readers know the prices of sterling silver goods of all kinds were never so low as they have been for some time past, but if this rate of increase in the price of the bullion is maintained it is only a question of a very little time when the makers will be compelled to make a corresponding advance in their prices. In the meantime they would be well advised to stock up as liberally as possible in these goods for the holiday trade.

Since the above has been in type, we have received advices from several manufacturers of sterling silverware of an advance in the price of their goods in keeping with the rise in the price of silver bullion,



A DISCREDITED IDOL.

A YEAR ago on the 9th of October, Paul Kruger, President of what was then known as the Transvaal Republic, issued his ultimatum to Great Britain; a message so outrageous in its demands as to be virtually a declaration of war. As our readers will doubtless remember, President Kruger demanded that Great Britain should not only cease sending reinforcements to the British colonies in South Africa, but that she must practically send all those that were there out of the country. A more outrageous or unfair demand was never made by one civilized nation upon another, and its impertinence was all the more pronounced when it is remembered that not only had President Kruger been preparing for war against his suzerain, Great Britain, for years, but had mobilized all the military forces of the Transvaal, and had massed them in threatening positions on the borders of Natal and Cape Colony, both of which colonies were at that period practically defenceless against invasion. In addition to this he had called upon his ally, the Orange Free State, to come to his aid with all the troops that they could muster, and this in spite of the fact that that country had always been on the most friendly terms with Great Britain, and had no cause whatever of quarrel with her. As if this were not even sufficient, the wily old Boer President had sent emissaries all over the northern districts of Natal and Cape Colony who not only persuaded the Boer residents of those colonies to revolt against the British Government as soon as war was declared, but supplied them *ad lib* with modern arms and ammunition.

This in short was the situation just a year ago, but since that time much has happened, and proved conclusively that Paul Kruger was not the heroic patriot he was represented, but a scheming, unreliable old charlatan, who has not only wrecked his country, but has taken advantage of the catastrophe for his own personal aggrandizement. The old heroic figure is gone, and in its place we now have a broken down and discredited old schemer whose thoughts are not for the relief of the men he has misled to their own undoing, but how much of the spoils of the war he can manage to escape to Europe with.

The war which was to have staggered humanity, has proved to be but little better than a fizzle, ever since the British got enough men and guns on the ground to justify them in commencing offensive operations. For nearly six months it has simply been a triumphant march for the ever-victorious British troops, whose acquaintance with the enemy has mostly been in the nature of rear guard actions with a foe which apparently had lost all stomach for real fighting, and abandoned elaborately fortified positions one after another, without any serious attempts to hold them. Even Pretoria, the Boer capital, on the fortifications of which millions of dollars had been spent, and which they claimed to be impregnable, was evacuated without their firing a single shot in its defence. This has been the story of the past six months, and while the conduct of the war reflects nothing but credit upon British generals and the troops under their command, it has been more a struggle against tremendous odds in the matter of climatic and geographical obstacles, than any real fighting strength that the Boers have put forward during this period.

It has been quite apparent for some time that the real fight-

ing is practically over, and what remains is really police work which can be better and more quickly effected by the irregular mounted force which is being raised by Gen. Baden-Powell, than by the regular troops now in the field. When this force once gets fairly to work, they will speedily put an end to sniping and guerilla warfare which has been going on for some time past.

Turning aside from the war in the Transvaal, which may now be fairly said to have ended in the complete subjugation of the Boers, and the wiping out of every vestige of political independence which they formerly possessed, the question which now confronts Great Britain is how best to reap the full benefit of the victory. The election which has been held in the Mother Country during the past month was practically fought out on the issue of the South African war, and the overwhelming support which the country has given to Lord Salisbury's government is proof positive that the British people will submit to no half-way measures, and that they want the South African question settled for all time. They have made a tremendous sacrifice of life and money in subjugating and annexing the two South African Republics to the British Empire, and they are bound that they shall stay annexed if such a thing is humanly possible. The verdict of the British electorate at the polls, is a mandate to the British Government that they want no more Majuba Hill magnanimity, but the inauguration of a firm though conciliatory policy which shall not only keep South Africa under the British flag for all time, but shall weld Boers and Britons into one homogeneous people, possessing the fullest measure of freedom and thoroughly loyal to the Empire. In Sir Alfred Milner and Gen. Baden-Powell, Great Britain has a couple of leaders that it would be hard to equal anywhere for courage, probity and ability, and it is reasonable to suppose that five years of their wise administration will not only remove any danger of another revolution in that portion of the Empire, but that the Boers will realize that they possess more real freedom and prosperity than they ever did under their so-called republics.

WE BOTH THANK YOU.

Editor TRADER—SIR :

The object of this communication is two-fold. First, to thank THE TRADER for the many useful hints which it has given me since the first publication, all of which I have read, but never before embraced an opportunity of tendering my thanks.

Second, in reference to enquiry of "Mainspring" as to American watches, he should have no difficulty as he probably gets the different sizes and grades already prepared. In Swiss watches, if he will take off the covers of one-half dozen barrels with original springs, he will find the spring takes thirteen turns in the barrel, leaving enough space for the arbor to take from four and one-half to five turns to wind up, for English levers the same number of turns of spring in barrel, with room for arbor to take three quarters of a turn more than number of times the chain encircles the barrel.

I am yours truly,

READER OF TRADER.

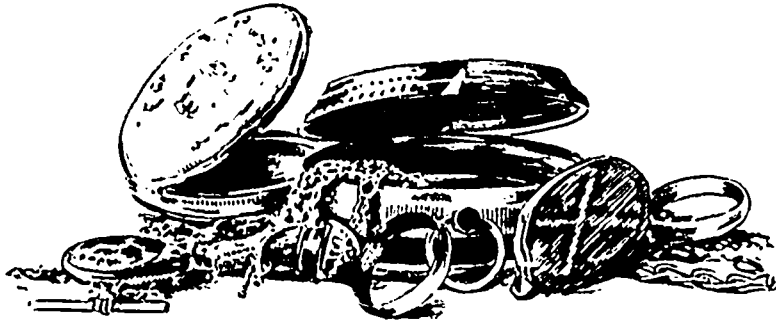
CAMBELLFORD, 5th Oct., 1900.

PAGE

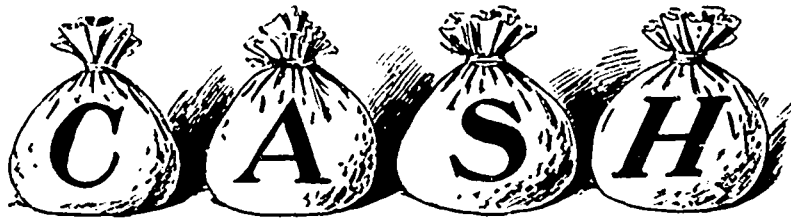
MISSING

PAGE

MISSING



In no way can jewelers better dispose of their OLD GOLD than by sending it to us. Experience and proper facilities enable us to give accurate valuations, and the returns are promptly made in



or if credited on account the cash discounts are allowed. If our offer should not be satisfactory, the gold will be returned in the same condition as received, so that there is no risk of not getting full value. We pay at the rate of 4c. per K.



This represents an ingot of Fine Gold, almost 24 karat fine, the shape in which the old gold after being refined goes from the Refining Department into the Jewelry Manufacturing Department. We are at no expense in selling the refined gold but use it all in our Factory, enabling us to give the best possible returns for Old Gold, Sweepings, Filings, etc.

Consignments of OLD GOLD solicited from the JEWELRY TRADE ONLY.

GEO. H. LEES & CO.,
Gold Refiners. Hamilton, Ontario.



A GREAT SUCCESS

Are the New Fall Styles.

Careful examination and comparison with other makes have resulted in a **Universal Trade Verdict** in favor of the beautiful new Fall styles of

**Rings, Brooches,
Pendants, Locketts,
Scarf Pins.**

These new styles represent Rings and Brooches in their highest and richest perfection, and their beauty is backed by an unequalled wear record and guarantee of unquestioned reliability. Don't select your Fall stock without a careful inspection of these goods.

Our Stock is Complete.

J. J. ZOCK & CO.

MANUFACTURERS OF

Finest Jewelry.

32 & 34
ADELAIDE ST. WEST,
TORONTO.

Repairs. Give us a trial with your repairs and you will be pleased with the result. Prompt and neat.



PRICE LIST OF WATCH REPAIRING

AGREED UPON BY
THE RETAIL JEWELERS' ASSOCIATION OF CANADA,
JUNE, 1887.

To which every Retail Jeweler in Canada is respectfully requested to conform.

WATCH REPAIRS.

Arbors, barrel	\$2 00
Arbors, barrel, with solid ratchet	2 50
Arbors, balance	2 50
Barrels, ordinary	2 50
Cleaning	1 00
Cleaning chronograph	3 50
Cleaning ¼ hour repeater and chronograph	5 00
Cleaning minute repeater and chronograph	6 00
Cylinder	2 50
Chains, fusee	1 50
Chains, repairing, from	0 50
Case springs, lock	1 50
Case springs, fly	1 00
Hair springs, ordinary	1 50
Hands from	0 20
Jewels, hole	1 00
Jewels, cap	0 50
Jewels, cap in setting	1 00
Jewels, roller	1 00
Lever forks	2 00
Mainsprings, ordinary	1 00
Pallets	2 50
Pivots, balance	1 50
Pivots, ordinary	1 00
Pinions, ordinary	2 00
Pinions, Am. centre, with arbor	4 50
Screws	0 25
Wheels, ordinary	1 50
Wheels, escape	2 00
Wheels, hour and minute, each	1 00
Watch glasses	0 15
Watch glasses, special	0 25

CLOCK REPAIRS.

Cleaning French striking from	\$2 00
Cleaning French time from	1 00
Cleaning ordinary 8 day Am. from	1 00
Cleaning ordinary 1-day Am. from	0 75
Cleaning nickel alarms	0 50
Brooch pins, common	0 10

OUR MONTREAL LETTER.

(From Our Special Correspondent)

The chief event of the past month has been the visit of Our Grand Old Man, Lord Strathcona and Mount Royal, the Uncrowned King of Canada. He was met at the station by the students of McGill, who took the places of his horses, and drew along his carriage to his home on Dorchester Street, amid a scene of great enthusiasm. Since then invitations to this and that function have poured in upon him from all directions, and there have been none so poor in their esteem of lofty character, public spirit and wide-spread philanthropy, but have delighted to do him honor. His benevolence has been almost boundless; his administration of his present high office has reflected the greatest honor and material good upon Canada, and the nobility and splendor of his latest gift to the Empire, the Strathcona Horse, are unparalleled in the history of nations. Such men dignify and exalt human nature, and are the true princes of the world. Lord Strathcona is now 82 years of age, and a marvel physically as well as mentally.

The new harbor works of Montreal are even now sufficiently under way to show that ours will be one of the finest ports in the world when they shall be finished, but unfortunately the trade of the port has fallen off considerably since 1898, owing to the highly discriminative rates of marine insurance charged against the St. Lawrence route, compared with the rates charged from United States ports. This discrimination ranges all the way from 150 to over 400 per cent., and is rapidly diminishing our opportunities of doing business. An agitation is on foot to obtain a Government system of marine insurance, as this would seem to be the only way in which a reasonable tariff is to be had. As the advance or decline of our national port very materially concerns the Dominion as a whole, help in this direction is expected from other places. Toronto already has promised assistance.

One of the worst cases of fraud which has ever been brought to light is now being investigated in the Montreal courts. It now appears that several of the Montreal banks have advanced sums exceeding \$400,000 on fraudulent warehouse receipts, which represented no value whatever. The frauds were discovered by the banks in March last, but the public was not acquainted with the matter until very recently, and indignation because of this is very fierce and general. Montreal has been the happy hunting ground for a very fine and large assortment of criminals during the past year, and there is not the least doubt that past municipal rascality, and the condonation of crimes upon the part of some of our leading financial institutions are in a great measure responsible for this degrading and alarming state of things. It is high time that such an Augean stable of corruption should receive a thorough cleansing.

Mr. Frederick Sharpley has registered as proprietor of the firm of Rice, Sharpley & Sons, jewelers and fancy goods, St. Catherine Street, Montreal. This firm's new premises are very handsome and extensive, and it carries one of the best selected stocks in the city.

Mr. A. R. Harmon, representing the American Waltham Watch Co., in Canada, paid a visit to Toronto and the West



Every Jeweler

Should keep his valuables
over night in one of our

CHROME STEEL LINED

Jewelers' Safes.

These are built especially for the purpose; and besides being excellently finished are fitted up inside to suit the requirements of the purchaser. TERMS OF PAYMENT REASONABLE.

J. & J. Taylor,

Toronto Safe Works,

— Toronto.



during the month just ended. Mr. Harmon says that the demand for high grade watches continues to be exceptionally brisk and that he is still unable to fill orders as they are received. Mr. Harmon remembers many very busy times in the past, but no other period which equals the present in this respect.

Mr. J. C. Barlow, bookkeeper of the Waltham Watch Co., has joined the ranks of the golfers, and can now wallop the balls around with the what-do-you-call-'ems in great style. Mr. Barlow is developing a huge muscle on his strong right arm, and the scenery around Fletcher's Field is beginning to tremble in its boots. It has had its leafy bonnet knocked off already, but some charge the responsibility for this to the time of year. Our coming champion says that the beauty of golf is, it's partly a game and partly a walking match.

Mr. P. W. Ellis, of the influential firm of Messrs. P. W. Ellis, & Co., Toronto and Montreal, was in this city recently to make the final arrangements for the extension of the Montreal premises in the Canada Life Building, St. James Street. Mr. Ellis attended a meeting of Montreal manufacturers while here, as a representative of the Canadian Manufacturers' Association, the object being to bring about an amalgamation of the interests of Dominion manufacturers.

Mr. T. P. Bowen, local representative of Mr. Jas. Eastwood, New Glasgow, N.S., in Toronto, was in Montreal recently in the interests of business.

Mr. H. W. Patterson, of the firm of Messrs. Smith, Patterson & Co., Boston, paid a welcome visit to Montreal with that celebrated body, the Ancient and Honorable Artillery Co., of Boston. It was Mr. Patterson's first visit to Montreal for a long time past, and he was welcomed by many old friends. Mr. Moses Cochenthaler, the popular St. James Street jeweler, was especially devoted in his endeavors to give the visitors pleasure. Mr. Patterson was born in Nova Scotia, and is one of the many successful Canadians who have moved across the border. Mr. Patterson is in the best of health and does not look a day older.

Mr. Geo. Ellis, representing Messrs. P. W. Ellis & Co., in fine jewelry and precious stones, was recently attending to his sparkling business in Montreal.

Mr. John Caswell, son-in-law of Mr. Royal E. Robbins, treasurer of the Waltham Watch Co., spent a few days last month at the Windsor Hotel, accompanied by Mrs. Caswell, and afterwards left for Boston. Mr. Caswell had just returned from a hunting expedition in the Restigouche district, where besides the regulation limit of deer, his party shot four black bears, and he himself shot one of the latter which was seven feet long. This is not a fish story, and don't you forget it!

Mr. Jacob Levy, of the Levy Bros Co., Hamilton, met with his usual business success upon his latest visit to Montreal.

Mr. Jas. A. Pitts, the well-known jobber of the Temple Building, and Canadian representative of *The Keystone*, Philadelphia, recently received a visit from Mr. Stevenson, a representative from *The Keystone* headquarters.

Mr. A. A. Abbott, has been suffering from rheumatism, and is still in the hands of the doctor.

Mr. R. A. Kettle, of the American Waltham Watch Co., passed through Montreal upon his return to his quarters in Chicago. Mr. Kettle is highly appreciative of the good service of the International Limited of the G.T.R.

Mr. R. J. E. Scott, chief time superintendent of the C.P.R., has just returned from a business trip over the Boston branch of the line.

Mr. C. H. A. Grant, manager of the Montreal Watch Case Co., returned to Montreal from a very profitable trip to the Pacific Coast last month.

Major W. J. Stewart, of the M. S. Brown Co., Montreal, was very happily engaged during the visit of the Ancient and Honorable Artillery Company, in providing entertainment for the officers and men.

Mr. Moses Michaelson, of Messrs. I. L. Michaelson & Sons, Montreal, has grown tired of single unblestness, and is busily engaged in helping to build a nest of his own. In a word, before this paragraph meets the eye of the gentle reader, he will probably have multiplied his family by a better half, the only way, we are told upon the best authority, that a man can become complete. Previously he is only a fraction.

Mr. "Tommy" Mackenzie, shipper of the American Waltham Watch Co., is making preparations to leave Mr. Harmon and go to the Waltham factory with the intention of learning the business. "Tommy" is the third of the family who has served faithfully and well in the Montreal office; "Thomas" has put in a service of six years, and he has the happiness to have gained the good opinion of his employer, who gives him the best of characters.

Mr. and Mrs. Henry Birks and Mr. Gerald Birks who have spent the last three months at Westmount, are once more established at 299 University Street.

Mrs. Alfred Eaves will be at home to receive her friends every Wednesday at 501 Claremont Avenue.

Mr. Norman McLeod, son of Prof. McLeod, chief superintendent of the G.T.R. time service, spent a few days with his parents towards the close of last month.

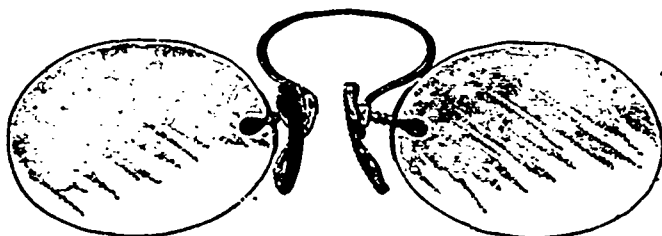
HOCHELAGA.

PEARLS IN OYSTERS.—Pearls have been lately discovered in oysters at Bergen, Norway, among which was one valued at 300 crowns. In a restaurant in Berlin, Germany, two pearls have been found recently in oysters, valued at \$100 each.

THE DEMAND FOR SAPPHIRES—The continued rise in the price of rubies and emeralds has induced jewelers and the public in general to seek far less expensive stones to blend harmoniously with diamonds and pearls. Hence the demand for sapphires. For some time the light sapphires of Burmah and Ceylon have ranked foremost, but at present the darker shades are preferred. Some people, however, attach a greater value to the lighter shades by reason of their glittering properties at night. Lately the Montana sapphires have become of greater importance in consequence of their proportionately low prices and their brilliancy by day and night. Many of these have been shipped to Europe for polishing.



FOR FINE FITTING FRAMELESS WE ARE FAVORITES.



The reason some frameless become rickety after short wear is because the straps do not bear evenly on the lenses, or the metal is too soft to stand the bending strain to which they are subjected.

The drilling of the lens the merest fraction of a millimeter from the required spot will prevent the proper fitting of the strap. This we avoid by using automatic drill beds, the invention of our Mr. L. G. Amsden, which gauge the positions with absolute accuracy.

Our straps are of a hard metal. In our filled mounts, for instance, finding it impossible to make filled straps of sufficient resistance, we use solid gold on our regular C. Bros. rimless mounts.

These are two reasons for the excellency of our rimless, but there are others.

The COHEN BROTHERS, Limited,

Makers of High-Grade Spectacleware,

24 Adelaide St. West, TORONTO, CANADA.



A TRIUMPH OF MERIT IN SPECTACLEWARE.

A few years ago we introduced **14k. Filled** Goods as an experiment. Their success has exceeded our most sanguine expectations. One after another of the prominent Opticians experimented with a small assortment. Emboldened by success, they bought larger, pushed 14k Filled more enthusiastically, until to-day

C.B. 14k. FILLED

occupies a conspicuous place in the stock of almost all the prominent Opticians in the Dominion.

It pays to push 14k. Filled Goods,

1. Because they are rich in color.
2. Because they are perfect in finish.
3. Because they are most elastic of all filled frames.
4. Because they are of tried and unquestionable durability.

The COHEN BROTHERS, Limited,

Makers of High Grade Spectacleware,

TORONTO.

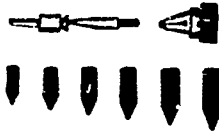


THE LEDOS MANUFACTURING CO.,
 34 and 36 Pearl St., NEWARK, N.J., U.S.A.

Manufacturers of

Watch Case Materials and Jewelers' Findings,
 Crowns, Pendants, Bows,
 Solders, Fine Enamels, etc.

NO MORE BREAKING OF
 SLEEVES IF YOU USE THESE
 CELEBRATED SLEEVE TIPS.



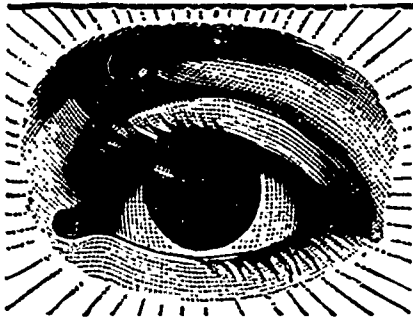
ASK YOUR JOBBER FOR OUR GOODS. For 18s, 10s, 12s, 6s, 0s Size

WANTED.

AN EXPERIENCED TRAVELLER

for Western Ontario and Lower Provinces. Best of Refer-
 ences required. Good Salary and Permanent Position to the
 right man. Apply to

I. L. MICHALSON & SONS.
 MONTREAL, QUE.



**DETROIT
 OPTICAL INSTITUTE.**

The best course of Personal or Correspondence Optical Instruc-
 tion for beginners or advanced students. Established 14 years.

FOR PARTICULARS ADDRESS
JOHN S. OWEN, M.D., PRINCIPAL,
 23 EAST ADAMS AVE., DETROIT, MICH.

The Canadian College of Optics.

Devotes its whole attention to making
 its students first-class opticians as
 applied to spectacle fitting. Every-
 thing is essentially practical.



WHY NOT
 take the best course
 when it costs no more?

The last class for this year commences Nov. 6th.

For further particulars, address,

W. E. HAMILL, M.D., Oculist, 88 Yonge St., TORONTO.

J. H. JACKSON & CO.



Jewelry Engraving
 and **Enameling** in all branches

Special attention to Society Emblems, Jewels,
 Rings, Flag Pins, Charms, Etc.

Monograms, Inscriptions, Crests, Seals and
 Ornamental Work.

Dies Cut for Enamel Work.

MAIL ORDERS promptly attended to.



9 1/2 Adelaide Street East, TORONTO.

PEARL SETTERS.

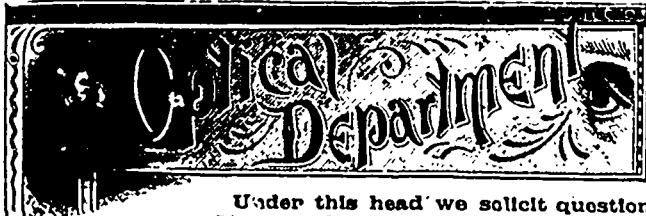


Pearl setters will find **LIQUID
 AMBER** the best cement for
 their use.

It is much stronger than mastic
 and other substances sometimes
 used for that purpose.

It is easy to apply and is per-
 fectly colorless and transparent.





Under this head we solicit questions of interest bearing on optics, particularly the eye, the defects of vision and their correction by glasses. All communications must be addressed to Dr. John L. Owen, 23 East Adams Avenue, Detroit, Mich., U.S., and must not be received later than the 15th of each month in order to insure publication in the following issue of "The Trader."

H. N., Que.: "I have a patient a man age 55 who has used convex glasses for nearly 20 years to read and work with. When the light is poor or the print is small he uses a little stronger pair. He can see clearly with both eyes with plus 2 D. S., also with plus 2 1/4 D. S. His right eye has always been a little stronger although he does not complain of one more than the other, the only difference being that his left eye always feels a little weak. When he shades his left eye with his hand to prevent the light from shining on it, it feels better. Sometimes his left eye pains him more at night than during the day. What do you think can be done for him?"

The weakness of which he complains is probably due to over exertion of the eyes during the day for near work. The unnatural strain on the eyes whilst engaged in near work, would have a tendency to produce irritation of the nerves and muscles, supplying the eyes whilst the congestion would cause more or less pain and aching. When the left eye is turned from the light, the circulation of the blood becomes more equalized and then the condition is relieved.

One way to relieve this condition is to bathe it in hot water dashed against the closed eyes for ten or fifteen minutes, or hot clothes placed against them would so stimulate the circulation that the congestion would seem to disappear. This hot water bath might be applied from two to four times daily.

In order to avoid a repetition of the trouble it would be necessary to avoid the cause if that were possible, but as it is impracticable then he must do the best he can. It might also be advisable to look after the general health, and if necessary build it up.

C. D., Que.: "What is a Cross-Cylinder?"

A Cross-Cylinder is a lens which is cylindrical-convex in form on one surface, whilst the opposite surface is cylindrical-concave. The axes on the cylindrical surfaces are always at right angles. The lens is then convex in one meridian, and concave in the opposite meridian. If you will take a plus 1 D. C. and a minus 1 D. C. and place them together with the axes crossed or at right angles to each other you will then have what is called a Cross-Cylinder. Such a lens or combination is not used by Oculists and Opticians who use the best system of fitting lenses for the correction of defective vision.

W. D., Ont.: "Is there any way to tell the strength of lens required for Presbyopia, without trying one after another until one is found which suits?"

We have tried the various methods of fitting Presbyopia with a view to finding the most accurate and rapid, and after giving them all a fair trial and keeping the important points in view, we decided the old fashioned and universally used

graduated reading test card to be the most desirable method. It may not be generally known that this old fashioned card is founded upon science as well as experience, and unlike all other methods it has stood the test of time and criticism. It would require too much space to give a complete explanation of its graduation as founded on scientific principals, and therefore we will let it suffice to say that the graduated test card is in reality a continuation of the distant test card. In the distant test chart the lowest line of letters should be read as far from the card as ten or twenty feet, according to the size of the letter, whilst in the reading card the finest print cannot be read at a greater distance than one foot. The larger print being graduated from one to nine feet. On some of the reading cards the distance at which the print can be read is indicated in a similar manner as on the distant charts, and on others the one most commonly used the number of the lens required to enable one to read the finest print is printed near the various sized types. The method of using is very simple. Find the smallest print which can be read at the usual reading distance. If this be not the finest, the number near it will indicate the convex-spherical lens necessary to enable one to read the finest print. We prefer to try the eyes separately although some get good results from trying both eyes together. These graduated reading cards may be obtained from any wholesale optical dealer.

G. P. B., Ont.: "I have a boy, ten years of age who requires minus 1 1/2 D. S. for the right eye, and minus 1 1/4 D. S. for the left. When he wears these glasses for a week they make him very dizzy and sick, and especially when he tries to read with them. They were the best I could do for him but he cannot wear them. He has no Astigmatism. What would you do in such a case?"

We would reduce the strength of the lenses one Dioptre. If any unpleasant sensations are experienced, we would reduce them one more Dioptre, and continue so until a pair is reached which could be worn with comfort. He should have a separate pair for reading. Each lens for reading should be about three Dioptries weaker than the distant correction, if he wanted to read or study about thirteen inches from his eyes. If they were wanted for reading music at 20 inches, they should be two Dioptries weaker than the distant glasses. A good plan to reduce the strength of the distant glasses to the desired extent, or after reading is to place before them the convex lens in a grab front, this will make the changing from one pair to another quite unnecessary, and is very gratifying to people who are obliged to wear two pairs of glasses.

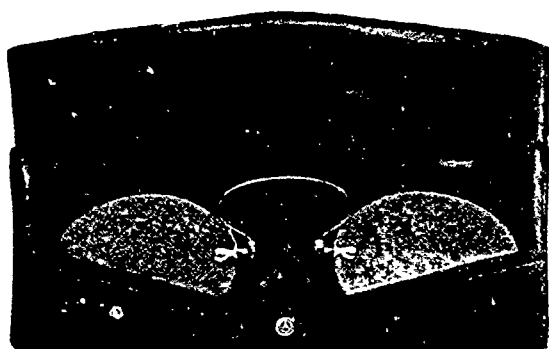
END OF THE WINSTED OPTICAL CO. Hartford, Conn., October 6.—In pursuance of an order issued by the Supreme Court, the accounts of the Winsted Optical Company, amounting to over \$10,000, were sold to C. C. Middlebrooks, at public auction last Wednesday, for the small sum of \$12 75, by Jay E. Spaulding, the receiver. The accounts are largely for stock sold by the company during the several years that it was in existence. The failure to collect bills when due was the cause of the company's becoming insolvent in September, 1898, shortly before which time the president of the concern, F. A. Clarke, died. The selling of the accounts at auction winds up the affairs of the concern.



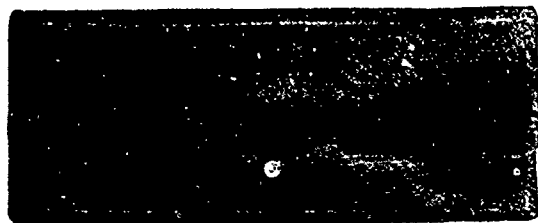
ORIENT EYE-GLASS CASES.

We have repeatedly impressed upon the opticians the importance of presenting patients purchasing better grades of spectacleware with a case that would be a credit to the giver, keeping him in grateful memory of the receiver.

There is no case better adapted for protecting eyeglasses, and particularly rimless, than the ORIENT.



The body of the case is made from steel plate, lined with rich velvet and covered with fine leather, is easily opened and easily closed.



The durability is assured. It is the only eye-glass case having a cover attached with a metal hinge, all others being hinged by the covering, which is easily cut.

Then the price is no greater than many inferior kinds.

For a good, convenient, durable case we recommend the ORIENT.

THE MONTREAL OPTICAL CO.,

MAKERS OF FINE SPECTACLE CASES,

MONTREAL.



OPERA AND FIELD GLASSES.

NOW IS THE TIME TO SECURE THEM.

The Montreal Optical Co. handle a full line of the most famous makes of Opera and Field Glasses. Their collection of the famous Lemaire being particularly complete.

If you are interested, drop a postal card to the Montreal Optical Co., stating about what lines you are interested in, and they will send them on approbation. If you are not satisfied, they pay return charges. After December 1st, however, no Opera or Field Glasses will be sent out on approbation, and all not returned by that date will be charged for.

The Montreal Optical Co.,

IMPORTERS OF FINE OPTICAL SPECIALTIES.

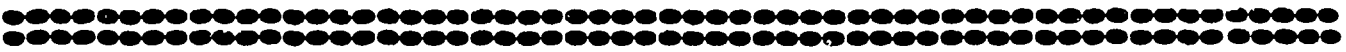


JAMES EASTWOOD,

WHOLESALE JEWELER AND MANUFACTURER OF

14 KARAT ROLLED PLATE CHAINS,

NEW GLASGOW, NOVA SCOTIA.



To obtain the best wearing qualities in a chain

it is not always necessary to buy the highest priced. There is a vast amount of humbug in the world of trade concerning the relations between value and price. The trimming on a lady's dress is the expensive extra which brings up the cost, but does not add to her protection from the cold. The Company which produces the best values without these trimmings in manufacturing process employs only skilled labor, economizes at every stage and produces the largest amount of goods at the lowest possible cost per cent., is bound to lead. The J. E. 14k. Rolled Plate goods are made in this way. Large productions at the lowest possible expense, all extra frills and trimmings lopped off. They have been too long before you to doubt their quality. We stop nothing short of **the best in the world for the money.**

GENTS' CHAINS. STUDS. LADIES' CHAINS.
 BROOCHES. BRACELETS.
 PINS. LINKS. BUTTONS. ETC.



DON'T FORGET THIS NAME

"The Celebrated Mayflower Main Springs."

BUY NO IMITATIONS.



MR. E. C. CULVERHOUSE.

THE SPECTACLE AND EYEGLASS HABIT.

By Norburne B. Jenkins, M.D., Chicago.

Mr. E. C. Culverhouse, the recently-elected President of the Canadian Association of Opticians, was born in England, and at an early age transplanted by his parents to Canadian soil, and soon after (1867) was apprenticed to learn the trade of watchmaking with Carnegie Bros., the old-time Toronto jewelers. After completing his apprenticeship he remained in the same employ, showing great preference and special adaptability for the spectacle work, when he came to be known as the "spectacle seller."

Leaving Toronto in 1877 to engage in the jewelry business in Thorold, at that date a promising town, Mr. Culverhouse remained there long enough to confirm his love of optics, from whence he went to Chicago, and attended the Chicago Ophthalmic College. After graduating he entered the employ of the Montreal Optical Co., as their representative in Ontario. Finding here but little scope for the study and practice of the science in which he delighted, he accepted a position with Savage & Co., of Guelph, remaining for two years, but finding the sphere too limited he returned to Toronto, establishing the optical department of Messrs. Ryrie Bros., over which he so ably presides to the present day.

Mr. Culverhouse has been an earnest student, and is a graduate of the Canadian Ophthalmic College, the Optical Institute of Canada, the Detroit Optical Institute and the Chicago Ophthalmic College, and has, in addition, undergone several private courses in the higher branches of optical work. He is a great advocate and successful operator in Retinoscopy and Muscular Corrections, and the extensive practice which he enjoys bears testimony to the success of his efforts.

Mr. Culverhouse is a frequent lecturer on optical topics, a member of the board of examiners of the Canadian Ophthalmic College, and a firm believer in the optical future of Canada and the benefits of optical organization.

According to a San Francisco paper, children of James Watt, inventor of the steam engine, are now living in California.

Wearing spectacles or eyeglasses out of doors is always a disfigurement, often an injury, seldom a necessity. It is a common thing for people with some trifling or passing trouble of the eyes, only needing rest, to be advised to wear glasses all the time. If this is done, the ciliary or focusing muscles may get weak from not having proper work and spectacles become a necessary evil.

Those who can be benefited by wearing suitable glasses for reading and near work are many. Few, though, need to wear them out of doors or in public; indeed, more than half who do so see at a distance as well, or better, with the naked eyes than with the spectacles.

If a person's vision for distant objects is satisfactory to himself, and seems good enough to keep him out of danger, there is no sense in wearing glasses on the street or in public. If the right glasses are worn for several hours a day while reading or about the house, the eyes will be rested so much that the useful exercise of out of door sightseeing may be taken without the spectacles. As soon as the eyes feel tired wear them again until rested.

In order to stand the strain of a bright light for several hours at a time, as at the theatre, the eyes should be rested with the glasses for a few hours beforehand. Naturally, some eyes need much more rest

than others. The nearer perfect the fit of the glasses, the longer they can be left off at a time. Wrong glasses may help more or less, but they do not entirely relieve the strain of the focussing muscles, so they have to be worn nearly all the time to get all of the little help that comes with such glasses.

Distant vision requires little work of the focusing muscles, and will not cause distress for hours if these muscles are perfectly rested beforehand. If glasses are really needed, reading and near work should hardly ever be undertaken without them, for strain of the focussing muscles from this cause often lasts for hours or even days.

Glasses are very disfiguring to women and girls. Most tolerate them because they are told that wearing them all the time is the only way to keep from having serious eye trouble.

If glasses are all right they will seldom or never have to be



MR. E. C. CULVERHOUSE,
PRESIDENT OF THE CANADIAN ASSOCIATION OF OPTICIANS.



“Silverware that Sells.”



Each succeeding year demonstrates, if possible, more fully than the preceding one the truth of our claim that we make “Silverware that sells.”

Every month of our business shows a very decided increase over the corresponding month of previous years.

We are pleased with such a showing, it demonstrates to us that our customers like our goods, and that they approve of our principle of making fair-priced goods, the quality of which is guaranteed and the finish satisfactory. “Junk” is cheap and it may sell—once, but it won’t make for you a satisfied customer, and we think that that is what you want in the long run. Don’t you?

Buy Our Goods and be Happy.

Standard Silver Company, Limited,

31-43 Hayter St., TORONTO, CANADA.



worn in public. If the eyes are nearly perfect in size and shape, there will be no need for spectacles, even in reading, until about the fiftieth year. It is surprising how few people have perfect eyes. All adult eyes, to be perfect, must be just exactly of a standard size and shape—as much so as minted dollars. Children's eyes are too small at first, but in time grow. If an eyeball is too small, too large, or not perfectly round, spectacles will have to be used as soon as the focusing mechanism—the ciliary muscle and the crystalline lens—fails to make the sight what it should be.

The easiest way to tell whether glasses are needed, or to find out if they are anything like right, is to hold the finest print about sixteen inches off and right in front of the eyes, with a good light falling on the print from behind. Keep both eyes open during the test, and cover first one eye and then the other with a card to see if the print looks exactly alike to each eye. If it does, and it print like this, in the *New York Medical Journal* [about same as in *THE TRADER*], can be read for six or eight hours a day steadily, there is as yet nothing wrong enough to pay any attention to. After the fiftieth year this test will show the slightest imperfections. If one under thirty finds the print unlike, or is unable to read with comfort, something is badly wrong. The complicated tests all have their places, but this test is given to the general practitioner, and is about all that he needs to find out just what is wrong. A man may see the print alike with bad eyes or wrong glasses, he may read with comfort with bad eyes or wrong glasses, but he cannot see the print alike and read with comfort unless the eyes are about right, or made so by glasses. The cheap glasses in the stores suit about half the people. They do no harm, and cannot be improved upon if the above test shows nothing wrong.

The methods of testing for glasses that are in general use must change, for they yield good results only in the simple cases. About half of the people have eye imperfections that are hard to find, and still harder to correctly estimate, and the present methods are powerless to give the needed relief. Many with complicated imperfections have their eyes tested every few months, and get no two pairs of glasses alike and no one pair right. Estimating an imperfection and fitting an eye is purely mechanical and mathematical, and there is just one glass that is a perfect fit, and this once obtained is good for life, as the changes necessary with advancing age are then easily made.

Most think testing the eyes is a simple matter. This is because so many have neither astigmatism nor unlike eyes, and are able to pick out good spectacles for themselves or be fitted by peddlers. Many are badly hurt by wrong glasses. For instance, in lots of cases people think they are seeing all right when they have been fitted, so they only use one eye and unconsciously suppress the retinal image of the other, which becomes amblyopic from lack of proper use. In others the glasses suit some older person, are too strong, and, all unknown, the eyes have been made five or ten years older than they really ought to be.

About one old person in four uses but one eye in reading. This is because of wrong glasses. The best oculists often spend hours in testing the eyes of the young, and then fail to

get the right glasses. As for the eyes of the aged, they are usually gone over in a perfunctory and stereotyped way, and given a pair of magnifiers, and these suit only about half of them. The other half have astigmatism, together with unlike eyes. While eye imperfections may not cause as much pain to the aged as to the young, they interfere far more with the proper use of the eyes after middle age than before. The eyes of the young are hard enough to fit, but the eyes of the aged are even harder if there is the least astigmatism or difference in the size of the two eyes. Reading is the chief and about the only comfort that most old people get out of life, and no doubt early dotage often comes from not being able to keep the mind active by reading. The routine way of testing the eyes of the aged is a great evil, for most of them can read or see about as well as ever if they only get the right glasses. Many do this with peddlers' glasses

In farsightedness the eyeball is too small or too short, in nearsightedness, too long or too large, and in astigmatism it is imperfectly rounded. Astigmatism, or warped sight, is hard to explain and seldom understood. The tough, transparent skin, the cornea, fits in the front of the eyeball like a round, saucer shaped pane in a window or like a bulging crystal on a watch. If the cornea is perfect, it is shaped something like the big end of an egg. If it is imperfect, it is shaped more like the side of an egg or a warped saucer. This bad shape is astigmatism. About half of the people have enough astigmatism in one or both eyes to give trouble at some time of life

Astigmatism causes more eye trouble and interferes more with reading than all other troubles put together. People who have every kind of mysterious eye trouble, when properly examined, are usually found to have astigmatism. It causes blurring of the print, pain in the head and eyes, nervousness, fretfulness, etc., and is most apt to give trouble when the focusing muscle gets weak from sickness, overwork, etc., or when the crystalline lens gets hard from age. Astigmatism is such a difficult imperfection to properly estimate that glasses have not as yet benefited astigmatic eyes anything like as much as they should have.

Imperfections, especially nearsightedness and astigmatism, are apt to be more pronounced in one eye than in the other, and, worse still, are usually so badly mixed up that a glass which fits one eye would injure the other, the eyes being so unlike. Many with unlike eyes, united with astigmatism, require a pair of spectacles that would fit nobody else.

A few have eyeballs so imperfect that they are deformed, and the focusing mechanism is powerless to make the sight good even for distance. Such eyes require the thickest and heaviest glasses, and these have to be worn nearly all the time.

The medical profession, for the most part, has considered testing the eyes for glasses beneath its dignity, consequently this branch has always been largely in the hands of mediocres and quacks, and the people have been the victims. Restoring and preserving the sight with glasses is one of the greatest and broadest, as well as one of the most difficult, branches of medicine. The glass is one of the greatest powers in the science of medicine, for is it not like a splint to a broken leg, like a bed for a tired back, like opium for pain, like an artificial limb to the maimed, or a crutch to the crippled? It



MONTREAL, Sept. 21st, 1900.

VANCOUVER, B.C., Sept. 29th, 1900.

MR. H. R. PLAYTNER, Toronto.

DEAR SIR, I have championed the Canadian Horological Institute to such an extent and recommended so many to take a course of instruction there that my opinions are very well known. This I do for pure love of the trade, as wishing to see the standard steadily raised, which you are most certainly doing. Personally, I may say, the theoretical and practical knowledge gained and continued from even my short term at the Institute, has contributed largely to whatever of success I have had as a practical watchmaker.

The wise action which our leading Railway Companies have taken in recent years in demanding that a high standard of movement must be carried by employees on duty, has created a corresponding demand for (if you will allow the term) *high standard watchmakers*, because finely adjusted movements must not be handled with impunity.

Our young watchmakers should also remember that what they learn at the Institute is the *foundation* of the knowledge of horology, and must be continually and untiringly *built* upon, and not imagine that the structure (as it were) is complete.

I think it will be admitted that the local Watch Inspectors of the Canadian Pacific Railway are selected from the best men in the trade in Canada; and many of them who employ journeymen watchmakers have a growing partiality for men who have been through a course at the Canadian Horological Institute.

Yours truly,

R. J. E. SCOTT,
Chief Inspector Time Service C.P.R.

PORT ARTHUR, Sept. 24th, 1900
H. R. PLAYTNER, Esq.,

Principal Can. Horo. Institute.

DEAR SIR, After having spent two and a half years at watch repairing since leaving your institution after a two years' course, it affords me much pleasure to testify to the great benefit a student derives from taking a course with you.

In the first place, the student acquires a much more accurate and systematic knowledge of his work; and secondly, it makes the business more professional.

I am quite satisfied that anyone who takes the course will have no reason to regret it.

Respectfully yours,

GEORGE F. GENDRON,
With A. ROSS & Co.,
Local Inspector R.R. Time Service.

SUMNER, Iowa, Oct. 2nd, 1900.
TO THOSE MOST INTERESTED

Having completed my course at the Canadian Horological Institute, I feel justified in testifying as to the school and its work.

After eight years' experience (four years of which were apprenticeship) and reading of various treatises on horology, including "The Lever Escapement," by Playtner, I found there was much to be learned in the art of watchmaking. Not being satisfied with my ability and realizing how important it was to receive a thorough training in my chosen profession I decided to visit this school.

To those young men who have higher aspirations and ideals and who wish to become expert workmen, I heartily recommend the Canadian Horological Institute.

This school I found to be *just as represented*, a place where one could acquire a knowledge indispensable and where scholars can reach the height of their ambition.

The mathematical problems and calculations, also the drafting taught at the school I find practical and applicable at the bench at all times. Wishing the school a healthy growth and a continuance of the good work. I am,

Yours very truly,

Local Inspector R.R. Time Service. GEO. G. KOEBERLE.

MR. H. R. PLAYTNER.

DEAR SIR, Regarding the Canadian Horological Institute and its course of instruction as a business proposition, I may say to the intending watchmaker that I think it is the only plan to follow. A young man who learns his trade in the school may, in the course of two years, be in a position to earn a good salary. In that length of time, had he followed the apprenticeship system he would still be in the drudgery stage, picking up what he could in the way of instructions—perhaps from an incompetent superior—and drawing probably a dollar or two per week. From the day a boy enters the school he finds himself face to face with mechanical problems which call for his best efforts, both of hand and head. He has at his disposal all the modern tools and appliances used in the trade, and the most competent of instructors at his call. His business while attending the school is simply *to learn*, and with the opportunities at hand he is able to acquire in a few months what might otherwise cost him years of study and experiment.

The aim of the school is to teach the difficulties of the trade, and its course of instruction will be as much appreciated by the watchmaker of mature experience as by the novice, more in fact, as experience only will point out to a man his necessities.

Sincerely yours,

GEO. T. GILPIN,
With GEO. E. TROREY,
Local Inspector R.R. Time Service.

SUBURRY, Sept. 30th, 1900.

MR. H. R. PLAYTNER.

DEAR SIR,—I can honestly say that I have found my two years course at the Canadian Horological Institute to have been of inestimable value to me, and I can recommend any young man who desires knowledge of the art of repairing and adjusting watches to take a course at this school.

Sincerely yours,

CHARLES M. VANVALKENBURG,
With J. S. GILL,
Local Inspector R.R. Time Service

ALLANDALE, Ont., Sept. 17th, 1900.
MR. H. R. PLAYTNER.

DEAR SIR,—Ever since leaving the Canadian Horological Institute in Aug., 1891, I have been in the watchmaking business here, and I must say the instructions I received in your school have been of constant practical use to me. Not only did I learn the way how to work, but also the reasons why.

Since being appointed local watch inspector for the G.T.R. in 1898, I have had 150 high grade railway movements under my supervision, and the insight into the real science and art of watchmaking I received at your school has been of special satisfaction as well as profit to me. Hoping the Institute is receiving the patronage it merits,

I am,

Yours truly,
Local Inspector R.R. Time Service. W. B. WEBB.

R. R. TIME SERVICE.

This is the only place to attend to learn the thorough repairing and adjusting of watches.

Workmen many years at the bench, often unknowingly change the established frictional equilibrium in fine watches—when only cleaning them as they believe—and destroy the isochronism of the vibrations, resulting in different timing and unreliable performance.

We can help such workmen. Terms reasonable, satisfaction assured. Write now.

CANADIAN HOROLOGICAL INSTITUTE,

115 King St. E., TORONTO, ONT.

H. R. PLAYTNER, Director.

of watchmaking I received at your school has been of special satisfaction as well as profit to me. Hoping the Institute is receiving the patronage it merits,

Read above opinions from Chief Inspector and workers on time service of railways. All C. H. I. students.



acts like both sleep and exercise. It is a return of youth to aged eyes. It is often perfection and success in life instead of imperfection and failure. It may mean all that blindness or sight, all that the eye itself means. It is an "open sesame" to the mind, one which is too often never spoken. The fate of many, whether in youth to become a success or a dullard or in age a philosopher or a dotard, depends simply upon a pair of good glasses. Science by glasses has perpetuated the life of the mind a quarter of a century, if not longer. If science and wisdom could do as much for the other failing powers of life as spectacles can for the eyes, there might be many frisky centenarians. Spectacles are often the mean of a ripened wisdom, and should be its badge and symbol.

It is a pity that the vanity of dramatic display has led the great oculists to the supposed great generalships and responsibilities of operations on the eye, to the benefit of the few, instead of bestowing their ability on the useful, though humble and too unknown branch of fitting the eyes with spectacles, for all science is defied to show such painless perfections and marvellous benefits as come from this lowly art. As for operations on the eye, this science shows the work of great minds, for it has become almost a handicraft, so easily acquired that it no longer brings special eminence or distinction or exclusive fees.

Perfectly fitting glasses take every bit of the strain off the focussing muscles, and balance and ease and give the eyes their proper exercise, even in moderate reading. On the surface this looks as if good glasses ought to be worn all the time, but this is far from right, for such glasses do so much of the work of the focusing muscles that these would become weak from not having proper work. An imperfect eye cannot see well at any distance—especially for reading—without effort of the focusing muscle. Until late in life the focusing mechanism is so powerful that it can make the sight of a very imperfect eye, or from a badly fitting glass, about perfect. This is owing to the soft crystalline lens. Late in life the lens hardens, when even slight imperfections give trouble in reading, then perfectly fitting glasses are all the more necessary, else too strong glasses have to be used and the print magnified so much that only one eye is used, for the more print is magnified the closer and closer it must be held to the eyes. The aged can not hold print close like children and still read with both eyes at the same time. Old people who hold print close read with only one eye.

Out of two dozen pairs of twenty five-cent spectacles kept in the stores about one-half of the people can be suited if they only select the right pairs. To fit the others, the complicated cases, some millions or billions of pairs of spectacles—no two alike—are necessary, so the number of different pairs of spectacles that they can wear with more or less help, but without complete relief is very large, as glasses that come anything like fitting are some help, and, as there are so many pairs to select from, there are, of course, many and many that are makeshifts. People will wear and even praise glasses that by no means fit their eyes or enable them to read longer than an hour or so at a time.

A glass that magnifies a little bit, or a weak astigmatism glass, will give more or less relief to more than half who need spectacles. These glasses will by rights fit but few—in fact,

their true use is very limited, for they suit only the simplest imperfections of the eyes—yet about half who wear glasses all the time have some such compromise. Neither knowledge nor skill is required to prescribe such. Just such glasses and such fits as these have made, and for a long time will make, fat sinecures for travelling spectacle experts and quack opticians.

The old rule, "Wear glasses all the time," should be changed to "Wear glasses just as little as possible." Some wear spectacles for years, and then by lucky chance lose them, only to find they get along better without. After wearing glasses only a few days many find the print looks worse to the naked eyes than before. This is a sure way to tell that glasses are wrong. Most people with troublesome imperfections of the eyes can not leave their glasses off even for an hour or so without discomfort. This is because they have wrong glasses. The right glasses can be put on and taken off at any time with ease and no more discomfort following than putting on or taking off a hat. *N Y Medical Journal.*

A NEW BOOK ON OPTICS.

A new work on Physical and Physiological Optics published by *The Keystone*, 19th and Brown Streets, Philadelphia, has just appeared. It is 7 by 10 inches in size, cloth bound, and has 380 pages and 212 illustrations. The binding is a work of art, as well as the type which is large and well printed on good substantial paper. This work is translated from Dr. M. Tscherning's French edition, by Dr. Carl Weiland, an able specialist formerly connected with the Jefferson Medical College Hospital, Philadelphia. The author, Dr. M. Tscherning, is adjunct-director of the laboratory of Ophthalmology at the Sorbonne, Paris, France.

This book contains the cream of optical subjects up-to-date. Its distinguished author is recognized in the scientific as well as the medical world, as one of the greatest if not the greatest authority on his specialty. The book is composed of researches of several hundred eminent investigators, including Dr. Tscherning, who during the closing century made the human eye their life study.

"Physiologic Optics" contains the result of study and research of these eminent specialists reduced to a compact practical form which may be consulted with advantage by the student as well as the busy practitioner in Ophthalmology. The book contains many new things which are practical as well as interesting to the refractionist, and no practitioner should be without it. The chapter on Irregular Astigmatism is alone well worth the price of the book, and this is a form of astigmatism which is very lightly touched upon in the majority of text-books.

Without doubt "Physiologic Optics" is the best work which we have seen on the subject up to the present time. The 212 illustrations are simple and to the point, each one illustrating but one idea, and not two or more, as are often met with in works of this kind, much to the confusion of the student. We can conscientiously recommend this work to every student and practitioner of ophthalmic refraction. The book may be obtained from the publisher for \$3.50.

JOHN S. OWEN, M.D.,

President Detroit Optical College.

Detroit, Mich., Oct. 18th, 1900.



NOVEMBER.

Paper Boxes, Leather Boxes, Velvet Boxes.

Golden Oak Cabinets,

Polished Trays
in Walnut, Oak and Cherry.

FOR JEWELLERS.

All Our Own Make.

REMEMBER

We are the only firm in Canada that makes everything you need in Paper Boxes, Jewellers' Cases, Tags, Cards, Trays, Grips, Envelopes, Lithographing, Embossing, Printing, in colors and Gold. Silk and Velvet pads. Rolls for Flatware. Fancy woodworks, etc.

All in one factory under one manager. It will pay you to buy all your goods in Jewellers' Sundries, etc., from us.

If you are not already dealing with us send us your orders and be convinced that our goods and prices are right.

We have every faculty for turning out the best work on the shortest possible notice.

We also carry a very large stock of all Standard Lines and can fill your orders promptly.



THE J. COULTER CO.,

LIMITED.

130 KING STREET WEST, - TORONTO, ONT.



EDITED BY M. M. COHEN, TORONTO.

All communications intended for this department must be addressed to the Advertising Department of The Trader Publishing Co., Toronto, Ont.

(Continued.)

It not infrequently happens that circulars are given for distribution to a boy with an insatiable appetite for inactivity, who carefully deposits them in an ash barrel or buries them in some vacant lot. The circulars are never heard of again and the deluded victim loses faith in advertising.

The best method of distributing depends largely on the cost of the circular, the community in which they are to be distributed, whether the same is concentrated or scattered, and also upon the article or articles advertised. There can be no fixed rule.

Thinking people object to having dodgers forced upon them. The dodger has lived its day—possibly served its purpose, and is now rapidly disappearing.

One of the largest users of this form of advertising, was a grocery firm in Philadelphia, having numerous branches scattered throughout the city. Each week they ran "Special Bargains" on a few articles, and as these articles were extra-

ordinarily cheap, the circular did the work designed. It was a cheap circular, calling the attention of the "bargain craving public" to cheap groceries. The success of this firm produced an epidemic of dodgers, advertising butchers, bakers, grocers, etc. This same firm, however, was induced to try a small card in the daily papers. The card was more dignified, cost less, and as the dodger system was entirely abandoned and the newspaper ads. still continue, while the house is opening new stores and extending the old ones, we may assume that they did not find the dodgers as profitable as newspaper advertising.

Another firm of grocers, also in Philadelphia more centrally located, with but one branch store, and enjoying the patronage of a better class of trade, several years ago commenced distributing a readable leaflet of from four to eight pages, well printed on good glazed paper, setting forth their specialties, also enumerating certain particular bargains for the week, giving jots of useful information, etc., etc. Each paper was neatly wrapped and addressed to the house-wife of the various homes of those whose patronage they specially catered to. As these continue to be distributed, and as the house still flourishes, it is safe for an outsider to pronounce these leaflets an advertising success.

Abandoning the idea of dodgers or cheap circulars as inefficient even for a cheap grocery store, how much more are they to be avoided by jewelers, who are necessarily supported mostly by the patronage of the middle and upper classes.

Then comes the letter circular. While these are less costly than booklets, I am satisfied that the difference in price of the booklets, will be amply recompensed by the difference in returns.

It would be well for every jeweler to have distributed every month, booklets on such subjects as "Watch Words,"

**TO FIT OR
NOT TO FIT
Any Spectacle**

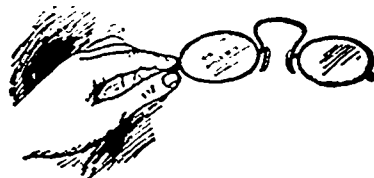
is no more adapted to your face than any coat to your body.

The fit of the frame is as important as the fit of the lenses.

We make a specialty of both.

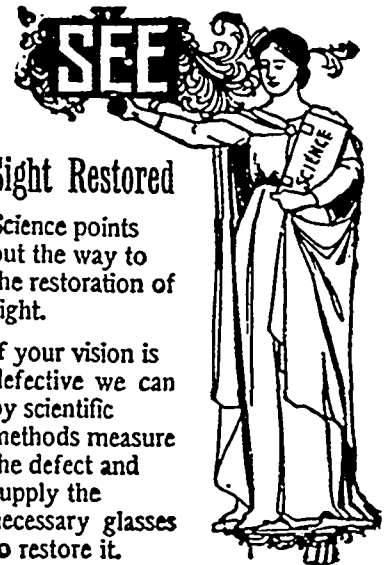
JAMES SMITH,
Scientific Optician,
MOONSTOWN.
No. 61.

**Eye Glasses that
Don't Slip or Pinch.**



When we fit eye glasses they fit firmly, yet comfortably, as near the eyes as the lashes will allow, each eye looking exactly through the centre of each glass.
Comfort assured.
Satisfaction guaranteed.

RICHARD ROE,
Ophthalmic Optician,
JONESTOWN.
No. 62.



Sight Restored

Science points out the way to the restoration of sight.

If your vision is defective we can by scientific methods measure the defect and supply the necessary glasses to restore it.

JOHN DOE & CO.,
Jewelers and Opticians,
SMITHVILLE.
No. 63.



F&B The "STRATHCONA HORSE"

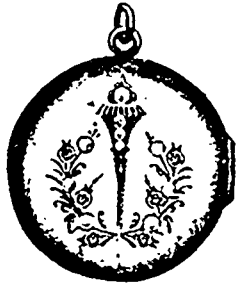
REGISTERED.



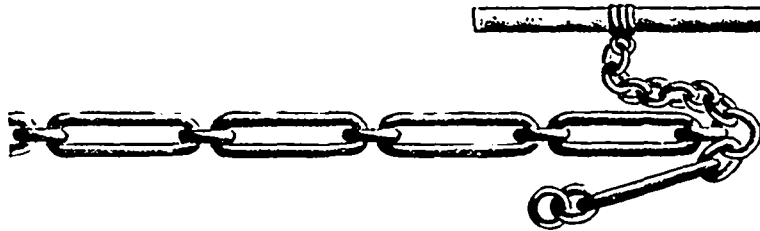
Was no more welcome to Gen. Roberts' army than honest goods are to the Canadian dealer; this accounts for our large sales in Canada.

We make **VEST CHAINS, FOBS, LOCKETS, CHARMS, BRACELETS, PINS** and **EARRINGS** in Fine Rolled Gold Plate, and, being made by our special processes, will wear for years.

BEST QUALITY and **FINE FINISH** are the two results we work for.



1730. LOCKET.



1213. VEST CHAIN.



1674. LOCKET.

Remember, we make the only complete line of **Sterling Silver Toilet and Manicure Goods and Sets** in the country, besides articles for the desk and a great many other useful things.

All are made of heavy silver and are finely finished, while the steel parts are the finest to be obtained.

The prices at which we sell these goods can only be reached by an immense factory like ours, which is equipped with all modern appliances for the production of perfect goods.

Remember, we can lay these goods on your counter, **DUTY PAID**, cheaper than any other house in the country.

THEODORE W. FOSTER & BRO. CO.,
JEWELERS and SILVERSMITHS, - 100 Richmond Street, PROVIDENCE, R.I.
 Our Canadian Representative: **MR. GEO. E. SMITH, 350 King St., KINGSTON, ONT.**

THE Breadner Manufacturing Co.,

BANK STREET, OTTAWA.

Makers
of
Up-to-Date Jewelry.

HAVING MOVED from Carleton Place to the above address, we are now prepared to promptly fill orders for anything in our line.

Keep a Look-Out for this space, as we will use it to post you as to what we are making.

Our Traveller may not be able to call on all of you in time for the Holiday Trade.

We will be pleased to send Selection Package on receipt of request.



"Watch Talk" "Eye Defects and their Remedies," "Your Eyes and our Optical Department," "Our Stock of Clocks," "Precious Stones," "About Rings," "Items of Interest to Lovers of Jewelry," "A Short History of Finger Rings," "Ring Folk Lore," "Our Repairing Department," and a long list of etcetras.

It is only a question of time when some enterprising advertising expert will unite his efforts with an up-to-date publisher and get out booklets of this nature, not only for jewelers and opticians, but for tailors, hatters, milliners, undertakers, shoe-dealers, and even the barbers may set forth in a booklet the dangers of the present insanitary tonsorial methods and tell the public that he employs the same care in the matter of disinfecting his instruments, and that the methods are as entirely antiseptic as the most scrupulous surgeon—that clean linen is used for every customer, etc.

(To be continued)



STRIKE SETTLED.—Canton, O., Oct. 12, 1900.—The striking engravers at the plant of the Dueber Watch Case Manufacturing Co. decided to-day to resume work Monday.

LASAR'S DIAMOND FORFEITS.—Lockport, N.Y., Oct. 11, 1900.—In the Federal Court to-day a decision of forfeiture of diamonds worth \$36,000 to the Government was entered in the civil action against the alleged smuggler, Max Lasar, of New York. The criminal action for smuggling the diamonds goes over to the next term of the court.

AN EMPLOYEE of the Elgin National Watch Co. factory has just completed a watch that indicates, besides the time of day, the day of the week, day of the month, month of the year, and the seconds of the hours. The dial was made in Switzerland. John Wyss, the watchmaker, constructed all the parts, except the dial, from crude materials.

A **QUARTER-HOUR** strike, six-foot, glass dial tower clock is being erected by the Seth Thomas Clock Co., in the new public building at Sturgeon Bay, Wis.; also a large tower clock in the Grand Rapids & Northern Railway at Grand Rapids, Michigan, and one in the Rock Island depot at Moline. Owing to a large number of public buildings nearing completion the tower clock business has been particularly good.

DEATH.—David Untermeyer, one of the most prominent members of the New York jewelry trade, and head of the firms of Keller & Untermeyer Mfg. Co., Chas. Keller & Co. and The Woodside Sterling Co., New York, died recently at the German Hospital, where he had been confined three weeks. Mr. Untermeyer had been suffering for some time with

diabetes, and six weeks ago while at Arverne, N.Y., he slightly injured his foot. As a result of the diabetes the foot grew worse, and it was for this reason that he went to the German Hospital, when his family returned from their summer home. His injury grew steadily worse, his blood being in such a bad condition, and finally resulted in his death.

PROBABLE REORGANIZATION.—Rockford, Ill., Oct. 10.—The prospects are that the Rockford Watch Co. will be reorganized. Henry W. Price has enlisted nearly all of the old stockholders to turn in their stock at twenty cents on the dollar and subscribe the remainder. This they are doing almost without exception. It is believed that a capital of \$100,000 will be forthcoming in a short time.

THE E. HOWARD CLOCK CO. have just sold the building formerly used as a watch factory, adjacent to their present watch and clock manufacturing plant, to the Guyer Hat Co., who will transform it into an establishment for the making of their goods. The E. Howard Co. still retain the Howard watch business, however, and report an increased output during the past three or four months, with an excellent demand for their highest grade products.

SENTENCED.—Litchfield, Conn., Oct. 12. Emil Vinovitch, New Britain, who with four companions has been on trial in the Superior Court here on a charge alleging the wholesale theft of brass from the Seth Thomas Clock Co. factory, Thomaston, was found guilty by the jury. The other four had previously pleaded guilty and turned State's evidence. Vinovitch was sentenced to a year and a half in the State prison; two of the others were given one year in jail each, the third eight months, and the fourth three months.

DIAMOND ROBBERIES.—At Cleveland, O., on Oct. 10, 1900, while one of two thieves held the attention of the clerk in the jewelry store of Burt Ramsey & Co., in the Colonial Arcade, the other reached into a show case, drew out a tray containing diamonds valued at \$2,000, and escaped with it; and at Tiffin, O., on Oct. 12, 1900, a tray containing twenty-eight diamond rings, valued at \$5,000, was stolen from the jewelry store of Lewis Zewald. While one of the two strangers held the attention of the proprietor the other unlocked the case in which the key had been left sticking, took the tray and walked out. Both escaped.

SYSTEMATICALLY ROBBED.—Philadelphia, Oct. 12.—The Philadelphia Watch Case Co., Riverside, N.J., whose headquarters are in this city, believe that they have hunted down the perpetrator of a long series of peculations of watch cases from their factory. Emil Fisher, foreman of the factory for many years, and long one of its most trusted employees, is the man accused. On suspicion he was arrested while on his way home from work. He had a dozen or more gold cases in his possession at the time of his arrest. For months past the company have been missing daily three or four cases, and the thefts will, it is said, aggregate about \$1,000. A warrant has been issued for the arrest of a man in this city who, it is alleged, received and disposed of the stolen goods. Fisher and he divided the profits, it is believed. Fisher is now in the Mt. Holly jail awaiting trial. He is about thirty-eight years old, married and the father of two children. He has been in the employ of the Riverside company more than ten years.

THE TORONTO SILVER

ELECTRO SILVER PLATE.



No. 485.—FLUTED TEA SET.—Burnished.



No. 485.—FLUTED KETTLE SET.—Burnished.

PLATE CO., LIMITED,

SILVERSMITHS AND MANUFACTURERS OF **ELECTRO SILVER PLATE.**

ELECTRO SILVER PLATE.



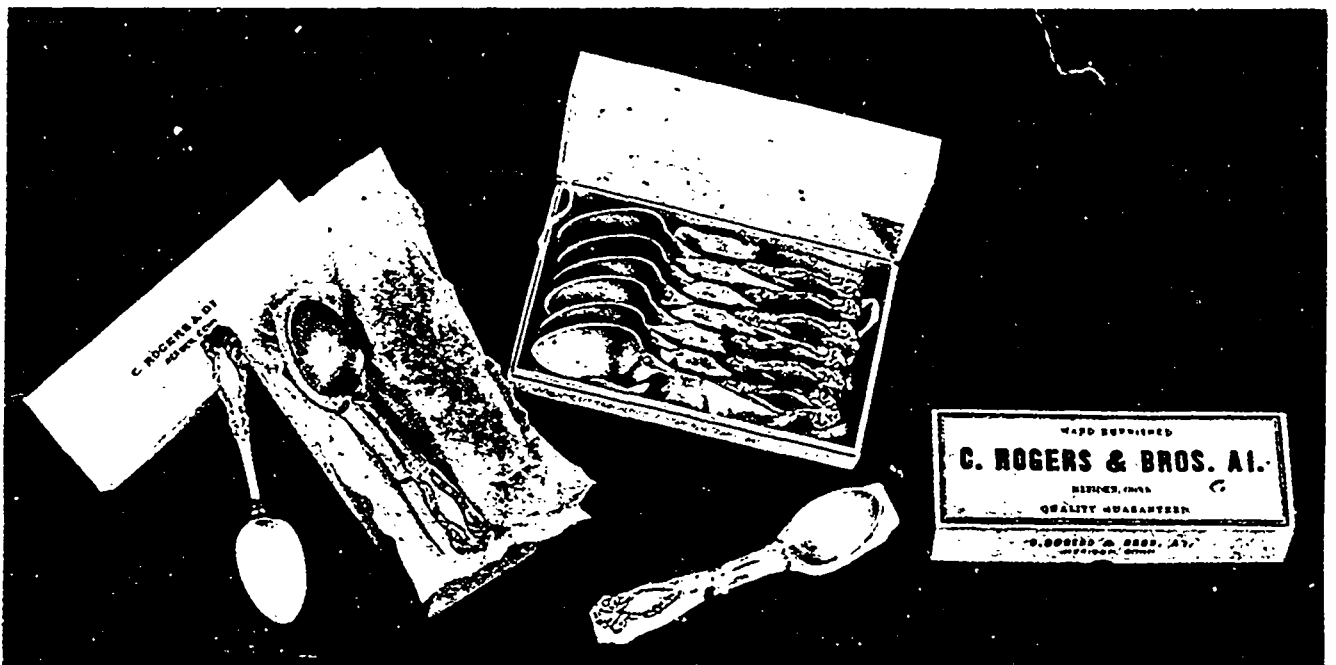
No. 377.
No. 381.
No. 383.

No. 378.
No. 364½.
No. 384.

CHILDS' CUPS.

No. 379.
No. 362.
No. 385.

No. 380.
No. 382½.
No. 386.



Factories and Salesrooms: TORONTO, CANADA.

E. G. GOODERHAM, Managing Director.



JEWELERS IN THE PARADE.—New York, Oct. 16, 1900.—The jewelers' trades division will have as its marshal, Col John L. Shepherd, the president of the Sound Money League of the United States. Colonel Shepherd is organizing his division now, and he has found that practically every man engaged in the jewelry trade is a McKinley man. "I expect to lead between 5,000 and 6,000 jewelers up Broadway that day," said Colonel Shepherd, yesterday. "Why, there are not enough Bryan working men in the jewelry trades of New York to hold a meeting. We expect to make the biggest demonstration of jewelry trades workingmen ever seen in this country."

OWNERSHIP TO BE DECIDED.—Detroit, Mich., Oct. 12.—In the vaults of the Union Trust Co. has been reposing for several months a package containing \$20,000 worth of diamonds. Within a few days they will be brought from the vaults and exposed to view in the United States Court, for Judge Swan will hand down his opinion as to whether the diamond firm of Van Antwerpen & Van Den Bosch of Belgium, have a valid claim to them. If he decides in the negative, Louis Busch, of New York, who was arrested in this city for smuggling the diamonds from Canada, will be placed on trial.

PHILADELPHIA, Pa., Oct. 16, 1900.—H. C. Hurlburt, a prominent jeweler of this city, was found dead sitting upright in his carriage while his horse was galloping at a breakneck speed along the river drive in Fairmount Park. It was not until a park guard had chased the horse and carriage that it was found Mr. Hurlburt was dead. He was sitting erect, his feet braced against the footboard, while the reins rested loosely in his hand. It is believed that the horse ran away, and that

Mr. Hurlburt, through excitement, was attacked by heart disease. He was sixty five years old and widely known in the jewelry business.

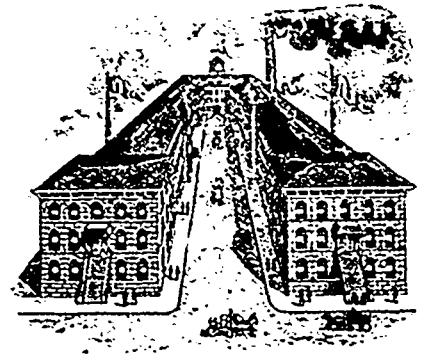
\$400,000 WORTH OF DIAMONDS.—New York, October 5—A certain young woman, said to belong in Chicago, is being searched for by two special officers of the United States Customs Service for having, it is stated, smuggled into this country over \$400,000 worth of diamonds, according to customs officials. Last year at Omaha she became acquainted with a certain speculator of New York, who deals extensively in precious stones, and between spring of this year and August 1, the woman made five round trips from the United States to Liverpool, always returning to the States by the way of Canada. Some weeks ago information reached Washington that she was a highly skilled diamond smuggler, and that during the season she had brought into this country over \$400,000 worth of dutiable gems without declaring them. On her last trip she was followed to Montreal, when she remained for three days at St. Lawrence Hall. She suddenly left there by the Canadian Pacific Railway for the West. At Sault S. e. Marie she bought a ticket to Milwaukee. A little Japanese poodle was her only companion. At the boundary line she was carefully and diligently searched. A female attendant was called and every article of apparel worn by her was minutely examined, but nothing dutiable was found. She stopped over at the Hotel Pfister in Milwaukee, and during the night her dog died. The officers say that the young woman starved her pet for hours in Montreal and then fed it pieces of fat, in each one of which was stowed a diamond. In Milwaukee the officers claim she poisoned the dog. In this rather unique way she managed to get the gems into the United States without detection.

... WHY DO ...

S. O. BIGNEY & CO.'S CHAINS

LEAD IN THE MARKET TO-DAY?

Because the Quality and Finish are Exactly
as Represented.



WHAT HAS MADE THEM SO POPULAR?

The Fact that They Warrant and Stand Back of Every
Chain Made in Their Factory.



THEIR FACILITIES ARE UNEXCELLED

BY ANY IN THE UNITED STATES.



THE TRADER

ENQUIRY COLUMN

This column is opened for the purpose of giving short and concise answers to enquiries regarding watch repairs, or anything else connected with the Jewelry business. The craft are cordially invited to draw on the knowledge of our experts whenever they think that we can be of any assistance to them. Address all communications to The Trader Publishing Co., Ltd., Toronto, Ont.

Meerschbaum writes: Please tell me in your enquiry column of next issue how to stick meerschbaum together.

Dissolve caseine in water-glass, stir quickly finely powdered burned magnesia into the solution, and use at once, as the cement rapidly becomes hard.

Caseine is prepared in the following manner: Milk carefully skimmed so that not a trace of cream remains, is allowed to curdle by letting it stand in a warm place. The curdled milk is then poured through a paper filter, and the casine remaining upon the filter is washed with rain water until the latter shows no trace of free acid. To remove the last traces of fat the casine is tied in a cloth and boiled in water. It is then spread out upon blotting paper and allowed to dry in a moderately warm place, when it will shrivel up to a horn-like mass. This pure casine, when properly dried can be kept for a long time without injury.

A cement which is used for ivory and bone may sometimes be used for meerschbaum. It is composed of white wax, rosin, and oil of turpentine melted together at a moderate heat so as to form a thick fluid mass.

Solder writes: Will you kindly give me a composition of soft solder, which will run at the lowest possible degree of heat and hold well?

A solder composed of two parts of tin to one part of bismuth will melt at 236° F.

B.A. writes: Will you please give me a recipe in your next issue for making dials luminous?

You cannot take an ordinary enamel dial and make it luminous. Luminous dials are usually composed of a paper dial, which is luminous, covered with a disc of glass to protect it. Luminous paper is made as follows. Take four parts of potassium bichromate, four of gelatine, and fifty of calcium sulphide. The constituents are thoroughly dried and mixed by grinding. One part of the resulting powder is stirred with two parts of boiling water to a thickly fluid paint, one or two coats of which are applied with a brush to the paper or paste-board to be made luminous.

A.B.C. writes: Although perhaps out of the line of watch matters, I would like you to give me, if possible, a description of the preparation of bookbinders' linocuer. If you can supply the information I will feel greatly obliged.

The following receipt is well recommended by a practical man: Pulverize and dissolve three ounces of shellac, one and one-half ounces each of sandarac, mastic, and benzoin, in one and one-quarter pints of absolute alcohol, then one and one-half ounces of Venetian turpentine, and filter the solution.

Millimetre writes:—Please tell me what part of an inch a millimetre corresponds to.

A millimetre equals the one-twenty-fifth part of an inch nearly, or 25.4 millimetres equal one inch.

Position Variation writes:—I am bothered with a good, high grade American watch, which will vary when it is carried. As long as it is in the one position it goes well enough, but when the position is changed it will vary anywhere from half a minute to nearly two minutes a day. Will you please help me out with a little advice on the matter?

So many defects may cause variation in position that it is no easy task to say definitely what is wrong. We can not tell you definitely of course what the trouble is with the watch you refer to, but will give you a general outline of causes of variation in position. The balance may be out of poise, and had better be tested at first. Take the hairspring off, and try the balance with table roller on, on your poising tool. If you have no poising tool, get one, and in the meantime test the balance in the watch itself; there will be more rubbing surface in contact testing in the watch frame, still you can get an approximately close idea as to the condition of the poise in this manner. A bent balance pivot may be the cause, examine the pivots before poising. The pivots may be rough, or not round, the balance jewels may be rough or too large for the pivots which would be a sure cause for variation. The fork and roller action may be imperfect and cause a different extent of balance motion according to the particular position the movement happens to lie in. The hairspring may be cramped or out of true in the round, or there may be a want of isochronism in the hairspring. You are certain to have many watches which vary more or less as indicated in position, and while such errors cannot be entirely removed, they can be reduced very materially, but to be able to do such work successfully, you will have to understand adjusting in all its branches, and you can obtain such knowledge by the aid of such text books as "Excelsior's Adjusters' Manual" and your own perseverance.

Howard writes:—Can you tell me whether the Howard Watch Co. is still in existence and making watches, and if not, what became of the factory? Also, how is it that Howard material is so much more expensive than other makers'?

Howard's watches are not now being manufactured. So far as we know the factory and plant is still in Boston, but not being used except for the manufacture of Howard clocks. The Howard Company were always exponents of high-grade goods; they never made any low priced movements, and always made expensive goods, running up to \$100 or over, wholesale. They fixed the prices of their materials correspondingly, the most of it costing three or four times as much as materials for other watches cost.

ARRESTED IN OMAHA.—Omaha, Neb., Oct 11. Thomas Ford was arrested, and in his possession were found 33 rings, 30 of which were set with stones of moderate value, the total value being estimated at \$150. The police believe he is one of the robbers who have been breaking into jewelry stores over the State recently. Ford was also recognized as the man who robbed A. Wolf, pawnbroker and jeweler, of a pair of diamond earrings, last March. The thief committed the robbery in a bold manner at 9 o'clock at night, when the streets were full of people.



THE DUEBER HERALD

THE ADVOCATE OF HONEST BUSINESS METHODS.
 DEVOTED TO THE RETAIL JEWELRY TRADE.

Vol. I.

CANTON, OHIO, NOVEMBER, 1900.

No. 14.

ABOUT BRIDGES.

"Don't cross a bridge till you come to it."

After selling a watch whose merit is questionable, you don't sit down to worry whether the watch will keep time, do you?

You wait "till you get to the bridge." You wait till your customer returns to denounce you. That's the bridge; and then you cross it.

Well and good. But why cross bridges at all, if you have the chance of walking in a country where there are no bridges? Why sell watches that are likely to cause trouble with your customer when you can sell watches that you can "bank on" every time?

If you sell Dueber-Hampden watches you have no bridge to come to, and no bridges to cross. If you sell Dueber Hampden watches you are always walking on sure ground and walking in the right direction.

"Most Accurate Timekeeper."

Trinidad, Col.

I have been carrying a Dueber-Hampden watch for several months, and find it to be the most accurate timekeeper I have ever carried.

D. M. LEWIS,
 Engineer, N. P. R. R.

THE ISSUE.

No line of goods, carried by the jewelry store, affords a greater opportunity for the making or the un-making of the Jeweler's reputation than does his line of watches.

The watch is the one staple of the jeweler's stock which is not a luxury, but an absolute necessity. It is the one article whose sale may result in either a permanent advertisement for the seller, or a means of inflicting permanent harm to the seller's reputation for business integrity. It is the one article regarding which the public have been so completely misinformed, that the most ridiculous assertions, theories and superstitious have come to be looked upon as truths.

The Watch-Market Situation, therefore, constitutes an issue awaiting the action of the progressive jeweler.

Our sincere and well-meant advice to every dealer in watches, is to study the "ins and outs" of the Watch-Market Situation with care, that he may be enabled to appreciate fully the difference between "watch-good" and "watch-evil." To accept the issue formed by the prevailing conditions in the watch-market and to do battle accordingly, is a sure way for the dealer to increase his sale of watches and to decrease the "sale" of himself and his customers. The dealers, no less than the public have already been "sold" too often.

THE
 Dueber-Hampden

New 12-size
 movements
 are

Paragons of Watch-Perfection.
 "THE BEST."

ABOUT CATS.

We trust you never buy a cat in a bag.

We trust that, if you have occasion to buy a cat, you are careful to see that you get the sort of cat you ask for.

That's business. . . .

We trust, further, that you never sell a cat in a bag; that if you have occasion to sell a cat, you are careful to see that your customer sees the cat he gets

That's business. . . .

Then why sell an unstamped watch case? Why expect your customer to buy it?

Is it better to sell an unstamped watch-case than it is to sell a cat in a bag?

"Cannot Be Beaten."

Cumberland Valley R. R.

I am engine house foreman at White Hall Station. Have been carrying one of your Railway movements in one of your fine gold-filled cases. It has not been further than eight seconds away from the correct time and cannot be beaten by any watch made.

W. H. WISE.

WILLIAM ALLEN YOUNG, Sole Canadian Wholesale Agent
 Dueber-Hampden Watches.

393 Richmond Street, LONDON, Ontario.



Jewelers throughout Canada will oblige the Editor by sending into this office, not later than the 20th of the month, any item of news that they think would be of interest to the Jewelry trade generally. Address all communications to The Trader Publishing Co., Ltd., Toronto, Ont.

"The Trader" is issued on the first of every month. In order to insure the insertion of new advertisements, or changes in those already standing, copy must be received at this office not later than the 20th of the month previous to date of issue. In all cases they should be addressed to The Trader Publishing Co., Ltd., Toronto, Ont.

MR. W. F. REAGH has opened up a new jewelry business at Berwick, Nova Scotia.

MR. W. BLAKE DOBSON, of Toronto, graduated from the Detroit Optical Institute recently.

MR. W. H. MALLETT, jeweler of Brandon, Man., has disposed of his retail business in that town.

MR. A. L. McNAVIN has removed his jewelry business from Kingston, N.B., to Springhill, N.S., where he is now settled down in his new premises.

THE stock of Mr. F. F. Webster, jeweler, of Truro, N.S., has it is said been seized by the sheriff under an execution, and the business will probably be wound up.

MR. WILLIAM GIBSON has sold out his jewelry business in Ingersoll to E. R. Hill & Son, and has now located in St. Thomas, Ont., where his friends will please address him.

MR. WILLIAM ALLEN YOUNG, accompanied by Mrs. Young, spent a couple of days in Toronto last month, the occasion being to attend the wedding of Miss Zimmerman of this city.

MR. H. A. STONE, who is well and favorable known to the jewelry trade of Toronto, has joined the forces of H. & A. Saunders, and is "doing" the town in their interests.

MR. E. J. MACINTYRE, of Chatham, was in town last week, and laid in a stock of jewelry and optical goods. Mr. MacIntyre's optical parlour is one of the best equipped in Canada.

MR. GEORGE LEES, JR., the well-known retail jeweler of Hamilton, was in the city last month on a "rush" expedition after new goods. He says trade is booming in the "ambitious city."

MR. HYMAN LAZARUS, of The Cohen Brothers, Limited, is doing Western Ontario on his maiden trip in this territory, and, as elsewhere, is maintaining his own reputation and that of his house.

MR. L. B. FORSYTH, traveller for the Montreal Optical Co., reports business in the West away ahead of expectations. Manitoba is alright. The crops are lighter, but prices higher, and Mr. Forsyth is a hustler.

UNCLE LEVETUS is again working Ontario. He reports this to be a great season for rimless and large-eyed spectaclewares, while the rapid increase in demand for the M.O.Co. 14k. filled is simply surprising.

MR. F. L. KAHM, of The Cohen Brothers, Limited, has just returned from a successful trip through the Maritime Provinces. He is telling thrilling stories of his experiences during the recent storms in the East.

STILL COMING.—Messrs. H. & A. Saunders report that the orders for the H. & A.S. chains are still coming in and the factory has been working every night for the past month and they are still far behind in their orders.

THE COURTS BROTHERS, LIMITED, report their output as just double what it was this time last year, and yet they are rushed with orders. This appears to be a great season for Canadian-made spectacle-ware.

THE Canadian Association of Opticians is a live fact. Do you belong? If not you ought to, and we would advise you to send your application to-day, with \$1.00, to Ammon Davis, Secretary, 176 Queen Street East, Toronto.

IN REPLY to the query of "Western Jeweler," it is currently reported around Toronto that there is to be a general election for the Dominion Parliament early in November. Perhaps our friend will hear something about it by the time this reaches him.

MR. P. W. ELLIS, of the P. W. Ellis & Co., was one of the gentlemen spoken of by the Conservatives to contest in Centre Toronto in the present elections in the interest of their party, but he declined to consider it on account of the claims of his business.

MR. WALTER J. BARR, manager of the Goldsmiths' Stock Company, made a flying visit to New York during the thanksgiving week on a sorting up expedition. He returned pretty well pleased with his trip and says he succeeded in getting what he went down for.

A MEETING of the Canadian Association of Opticians was held in St. George's Hall the evening before Thanksgiving. It was not well attended. We should think Thanksgiving evening would have been a better time as the business places of many of the opticians are open in the evening before a holiday.

MR. SYDNEY H. LEE, of the T. H. Lee & Son Co., Limited, Toronto, put in a week at Winnipeg during the latter part of October and from the large stack of orders he sent down to the house it seemed as though he had no particular cause to grumble at the business he had done in the "Prairie City."

R. NESBITT has been sentenced to two years in the Provincial penitentiary, for passing a forged cheque, having made a bold attempt to victimize two prominent Halifax jewelers out of valuable jewelry. They were too smart for him, however, and he had to seek other prey, in which attempt he was caught.

A NOVEL POINT. A consignment of jewelry is being held at the Toronto Customs-house on the ground that the inscription it bears, "What we have we'll hold," is an infringement of the Copyright Act. The question has been referred to the authorities at Ottawa, who have written in reply asking for a full report on the matter before giving a decision.

THE PHOTO JEWELRY MFG. CO., of Toronto, have just issued a very neat little illustrated catalogue of the goods manufactured by them. These goods are having a great run in the United States, and the Canadian trade will find them an excellent addition to their line. Send to the company for this new illustrated catalogue and price list and it will post you regarding them.

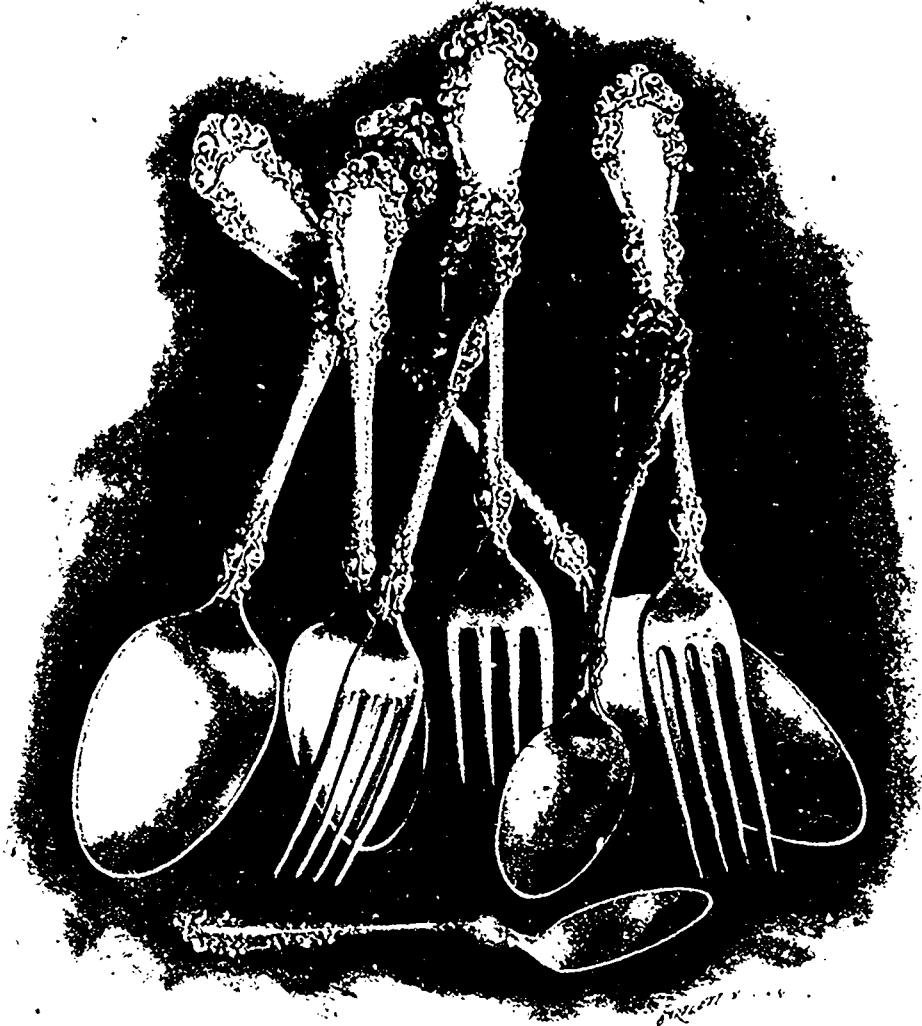
MR. S. BREADNER, manufacturing jeweler, of Carlton Place, has removed his business to Ottawa, Ont., where, with greatly increased and improved facilities, he will carry it on in future. He has changed the style of his firm to The Breadner Manufacturing Co., by which name it will be known in future. The trade will please make a note of this change of address.

SAUNDERS & LORIE, manufacturing jewelers of this city, say that they have never been so busy at this season of the year before. The orders ahead and those constantly pouring in, tax their utmost capacity to keep pace with the demands of their customers. This they say they would be unable to do were it not for the extra facilities for manufacturing that is afforded them by their enlarged new premises and the up-to-date machinery that they have put in this year.



NOT "ROGERS" ONLY---BUT "1847 ROGERS BROS."

"1847" is the identifying mark of the genuine—remember "1847."



"Berkshire"
Pattern.

Design
Patented.

SPOONS, FORKS, KNIVES, ETC.

Stamped with the Prefix "1847," followed by "Rogers Bros." as a complete trade mark, are examples of what can be produced after half a century of experience in conceiving, designing and making, by a company with ample capital to produce wares under the most favorable conditions—facilities not possessed by any other concern or individual.

The name "Rogers" is not the only desirable feature, but is secondary to the general excellence of the ware itself, which will at once create a favorable impression. "1847" goods are better, more salable and bring higher prices than ordinary "Rogers" because they are worth more--cost us more to make—they are not cheap, but good, thoroughly good.

We help the dealer to sell "1847" goods. Send for Circular No. 1052, and our latest Pocket Catalogue No. 60.

MERIDEN BRITANNIA CO., MERIDEN, CONN.

New York City: 9-11-13 Maiden Lane, 1128-1130 Broadway, and 208 Fifth Ave. CHICAGO: 195 State St.
SAN FRANCISCO: 134 Sutter St. HAMILTON, ONT., CANADA. LONDON, ENGLAND.



TORONTO'S BELLS ARRIVE.—The three bells which were ordered by the corporation of the city of Toronto to commemorate the completion of the new City Hall in 1899, arrived in Montreal from England on the 23rd October, and were at once forwarded on to Toronto. The bells weigh respectively six tons, two tons and a ton and a half. They bear the names of the mayor and aldermen of Toronto in 1899.

MR. C. D. MAUGHAN, of the Goldsmiths' Stock Company, returned to Toronto last week after a very successful trip as far as the Pacific Coast. Mr. Maughan reports trade as much improved in British Columbia, and the jewelers all looking forward to a big holiday business. He also says that prospects in Manitoba are now more encouraging than the reports indicated some weeks ago. The merchants there are correspondingly pleased.

WAR ON TRADING STAMPS.—The members of the Toronto Retail Grocers' Association and the Toronto Retail Grocers and Provision Dealers' Protective Ass'n held a conference in St. George's Hall last month and discussed the proposed abolition of the use of trading stamps, with the result that both bodies decided to fight against the stamps with renewed vigor. The feeling amongst thinking retailers against trading stamps is getting so pronounced that it is only a question of time when they will have to take their place amongst the "have beens" of the commercial world.

MR. VAN GILDER, of Amsterdam, diamond cutter, was in the city during the early part of October on one of his periodical business trips, during which time he was the guest of Messrs. P. W. Ellis & Co. with whom he has extensive business relations. He says that trade has been exceedingly good in his line during the past year, and although the war is over it will not affect the price of diamonds for a long time to come. They are in increased demand all over the civilized world and good stock everywhere.

HYMENIAL.—Mr. A. D. Morrison, jeweler, of Columbia, B. C., was married on the 3rd of last month to Miss Jennie McAlpin, of Toronto, Ont. The plucky young bride made the journey alone from the East to Nelson, B.C., where Mr. Morrison met her. The ceremony was performed by the Rev. W. A. Alexander, assisted by the Rev. John Munro, of Trail, B.C., in the St. Paul's Presbyterian Church, Nelson, before a large number of friends and well wishers of the happy couple. Mr. Morrison has won a great many friends in his new western home and we offer him our sincere congratulations and best wishes.

LOOK OUT FOR BURGLARS.—Burglars entered Lavine & Co.'s store in the town of Marmora, Ont., on the night of the 24th October and stole ten watches and some other jewelry, the latter of but little value. They also broke into Golding's hotel and stole one hundred and twenty-five dollars, took out the cash register near railroad and there broke it open and secured the money. They also broke into Hughe's hardware store and secured some files and such things, and fled. With the advent of cold weather these depredations are, as usual, becoming more common, and jewelers should see to it that their premises are secure.

HYMENIAL.—The residence of Mr. R. Harvey, manager of the Christie-Brown Company, at 27 Maynard avenue, South Parkdale, Toronto, was the scene of the marriage of Mr. Harvey's youngest daughter, Gertrude Mabel, and William N. West, of the J. & J. Taylor Safe Works, Toronto. The ceremony was performed at two o'clock by the Rev. Dr. Thomas. The bride was gowned and was attended by Miss Gertrude Oliver as bridesmaid, while the groom was supported by Mr. Herbert Elliott. Mr. and Mrs. West departed for a six weeks' sojourn in the Southern States. On their return they will occupy their new home on Wellesley street.

MRS. R. C. HOLCOMBE, of Welland, has recently taken a course of instruction under Dr. W. E. Hamill at The Canadian College of Optics and proved a brilliant student. The Doctor states that "after having taught about a dozen ladies, he has been struck with the ease with which they grasp the science of optics. It seems peculiarly adapted to their disposition and absorbs their interest from the start. We are afraid that jewelers' daughters and

wives have not as yet grasped the opportunities afforded them by the optical business. Mrs. Holcombe will take charge of the optical part of her mother's jewelry business in Welland.

JEWELER McMILLAN'S APPEAL.—The Divisional Court last month made an order calling upon the city of Ottawa to show cause why the conviction of Alex. McMillan, jeweler, by Police Magistrate Geo. O'Keefe, for violating the local early closing by-law, should not be quashed. As our readers will remember McMillan was sentenced to a fine of \$1 and \$1 costs, or in default of payment to three days' imprisonment with hard labor. The defence set up is that while McMillan's store was open after seven o'clock, the hour when the by-law comes into operation, yet the goods were being sold by public auction. He submits that if anyone should be prosecuted it is the auctioneer, who, as a matter of fact, belongs to a class which is not bound by the provisions of the by-law. Judgment was reserved.

MR. W. H. PATTERSON, of the firm of Smith & Patterson, Boston and Montreal, was in the latter city last month along with his corps, the Ancient and Honorable Artillery Company, of Boston, the oldest and most celebrated military organization in the United States. They captured Montreal without firing a shot and held it captive for three days, at the end of which time they evacuated the city and took the train home. The visit of this celebrated corps was a most enjoyable one from every standpoint. They not only took the city by storm but carried away a most favorable impression of the Canadian people and their generous hospitality. We trust that they may see their way clear to pay a similar visit to Toronto next year, and we can assure them of an enthusiastic welcome whenever they choose to come.

WANT POSTAL INSURANCE. The Commercial Intelligence Committee of the Canadian Manufacturers' Association, at a meeting last month decided to advise the adoption of the English system of postal insurance, whereby mailed articles may be insured up to \$100. As our readers will no doubt remember, this recommendation is in line with that advocated by this journal on more than one occasion. We see no good reason why our entire parcel post system should not be broadened and improved so as to afford better facilities to the public as well as entire security. We shall have something more to say about this matter in a later issue, but in the meantime we are glad to know from good authority that the Hon. Mr. Mulock, Postmaster General of Canada, is disposed to put these reforms into effect as soon as they can be decided on.

THE MARRIAGE of Miss Laura Adelaide Gledhill, sister of Mr. Robert Gledhill, jeweler, of Yonge Street Arcade, Toronto, to Mr. Walter Dugman, of Sault Ste. Marie, was solemnized at the residence of the bride's father, 215 Berkeley Street, Toronto, on the 29th September. The bride is a very popular and estimable young lady, and a host of friends gathered together to do honor to the occasion. The young couple were the recipients of a great many beautiful and valuable wedding gifts, principal among which were a sealskin sacque from the groom and a solid silver service from her brother. After the ceremony, which was solemnized by the Rev. Arthur Baldwin, those present sat down to a recherche dejeuner which was much enjoyed on account of the witty speeches which accompanied it. The happy couple left for a honeymoon tour to New York and the Eastern States.

AN ECHO of the warning that we gave our readers in our last issue regarding counterfeit bills may be found in the following despatch from Ottawa, dated October 12th, which says: "At the Police Court this morning Michael Lannon, porter of the Grand Union Hotel, and Louis Carriere were charged with passing counterfeit bills for \$10, the same being imitations of Molson's Bank bills. On Saturday, Sept. 29th, a number of these bogus bills were passed in the city, and it is thought the men who manipulated them got out of town on the same day. Both Lannon and Carriere have good characters and it is thought may themselves prove to be victims." As these bills have been almost simultaneously passed at points so far apart as Ottawa and Toronto, it is evident that a successful effort is being made by an organized gang to put these bills into circulation. Our readers should look out for them.



LEVY BROS. CO., HAMILTON, Limited.

IMPORTERS AND
MANUFACTURERS OF

Quick Selling Novelties.

Diamond Merchants

Dealers in all kinds of Precious Stones.

FINE RINGS.

Diamond, Single, Twins, 3 and 5 stone $\frac{1}{2}$ hoops.

Emerald and Diamond, Twins, 3 and 5 stone $\frac{1}{2}$ hoops.

Ruby and Diamond, Twins, 3 and 5 stone $\frac{1}{2}$ hoops.

Sapphire and Diamond, Twins, 3 and 5 stone $\frac{1}{2}$ hoops.

Pearl and Diamond, Twins, 3 and 5 stone $\frac{1}{2}$ hoops.

Emerald, Ruby, Sapphire, Pearl, Clusters,
and numerous designs, embracing combinations of all the
Stones now in favor.

Watches from Switzerland.

American Movements.

American Watch Case Co.'s Celebrated Cases.

Wait for our Travellers.

Send your Orders for our Prompt Attention.



THIS UPSSETS A PET FREE TRADE THEORY. A despatch to *The Daily Mail*, London, England, on the 24th October, from Stockholm, Sweden, says: "The extraordinary scarcity of money, which has been growing more acute for a month, is so seriously affecting commercial circles as to threaten a crisis. *The balance of foreign trade continues against Sweden, and the repeated contraction of gold loans abroad fail to palliate the situation.* Industries are daily lunched, but adequate capital is unavailable, and the newspapers are filled with appeals from manufacturers in desperate straits for money." We have always been led to believe by freetraders that it did not really make any difference to a country whether the balance of trade was against it or not, but here is an actual illustration that shows how far astray theorists often are. The logic of events is hard to argue against. It certainly upsets a pet theory in this case.

MR. J. T. MUTRIE, of Wolseley, Assa., N.W.T., one of the most progressive of our western jewelers, has just taken possession of a splendid new brick store especially erected for his growing business. The whole of the ground floor is used as a store, with a work-room at the back end. On either side of the store are handsome glass cases fixed to the walls, on one side 31x5 feet and on the other 34x5 feet, with shelves on which are displayed clocks, silverware and other goods, and on the back wall of the store is a large glass case containing musical instruments. Running the whole length of the store, in the centre, is a series of tables supporting glass cases, being 30 feet in length and 28 inches in width, in which are displayed watches, trinkets, optical goods, etc. Mr. Mutrie has one of the most complete stocks of jewelry that can be found in any town along the line, and certainly he has displayed it to the best advantage by the aid of his splendid range of show cases.

A MINT FOR CANADA.—In a recent speech the Hon. W. S. Fielding, Minister of Finance for the Dominion, made the announcement that the Canadian Government had obtained the consent of Her Majesty's Government to permit the establishment of a branch of the Royal mint in Canada, which would make not only Canadian gold coins, but would also make without limitation British sovereigns, which would be current the world over. At the next session of Parliament he hoped the matter would take practical shape, and the necessary legislation would be introduced. This is a step in the right direction and we heartily commend it. We trust, however, that the Government will not stop short at what is promised in the above announcement, but give us branch assay offices in the most important manufacturing centres, as set out in this journal some months ago. We shall have something more to say about this matter in a later issue.

IN THE CITY.—Mr. C. N. Davidson, of the firm of Davidson Bros., the well known jewelers of Vancouver, B.C., spent a few days in Toronto during the early part of October. While here he visited all the leading manufacturing and wholesale houses and secured a great many new and desirable lines of goods in watches, jewelry, diamonds and silverware. He says that business out on the Pacific coast is going to boom again this fall and his firm proposes to be ready for any emergency. Mr. Davidson has great faith not only in Vancouver but in British Columbia generally, and thinks that before another decade has passed by it will be the wealthiest province in the Dominion. He says that its vast mineral resources are only just beginning to be explored, and expects that within a few years its gold and silver output will be doubled and quadrupled. We quite agree with Mr. Davidson in regard to the great potentialities of British Columbia, and would be glad to see his prophecy come true.

MR. T. H. LEE, of the T. H. Lee & Son Co., Toronto, had a letter from his son, Mr. Harry Lee, who has been serving for some months past in South Africa as a member of the "Strathcona Horse." Mr. Lee volunteered from the Canadian Mounted Police and took chances as a private in Strathcona's crack regiment, and our readers will be glad to learn that his energy and his pluck have brought him rapidly to the front and he has been promoted from time to time until he is now one of the sergeants of his troop. His regiment has seen a great deal of hard and dangerous service, scouting in

advance of Gen. Buller's column, but they have been equal to every emergency and given the Boers a good many tastes of the metal they are made of. Mr. Lee has been in quite a number of engagements, but we are glad to say that he has come out of all of them so far unscathed, although he has had several very narrow escapes at different times. For his father's sake, if nothing else, our readers will be glad to hear of Mr. Lee's good fortune as well as his good health.

MR. P. W. ELLIS, of the firm of P. W. Ellis & Co., has now got fairly into the Presidential saddle of the Canadian Manufacturers' Association, and if present indications count for anything will make his term of office a record breaker in the way of adding to its membership. In company with Secretary Russell, Mr. Ellis visited Montreal last month and succeeded in effecting an amalgamation between the local Montreal Association and the General Association in Toronto, thus adding nearly one hundred members to its strength. During the past year the Canadian Manufacturers' Association has taken a new lease of life. It has quadrupled its membership, introduced new and up-to-date methods and is now a live institution that no Canadian manufacturer can afford to remain outside of. Entirely non-political in its aims and objects, it nevertheless deals with practical business matters in such a way as to make it a power in the land. Under Mr. Ellis' presidency it should still go forward and do even better work than ever.

THE HON. (?) WEBSTER DAVIS.—Douglas Story, the celebrated English newspaper correspondent, has recently published an article over his own signature, in which he asserts from information gathered by him personally while staying with the Boer leaders during the war, that the Hon. Webster Davis received the sum of \$125,000 from ex-President Kruger for his services in stamping the United States in the Boer interests. It appears that we were not astray in designating him a jawsmith whose mouth was entirely at the service of any party who could put up the money for his hire. No wonder he resigned his place in the employ of the United States Government, but those credulous people who thought that he had done so from his conviction of the justice of the Boer cause must now be wondering how they could have been so easily hoodwinked. The career of this mercenary jawsmith furnishes an example of how quickly a man's reputation will be degraded when he prostitutes his talents for hire to the highest bidder. Exit the Hon. (?) Webster Davis.

A FIGHTING JEWELER.—Major W. G. Hurdman, of Olmstead & Hurdman, jewelers, of Ottawa, now commanding "D" Battery of Canadian Artillery in South Africa, reports from Helvetia from August 20th to September 11th: "On August 20th the battery was at Wilge River, and on the 29th was at Belfast, participating in the last of the four days' action under Lord Roberts. The battery was inspected by Lord Roberts, who expressed himself very much pleased with the appearance of both men and horses. After the inspection was over he asked me to present my officers to him, and asked each one his length of service and the corps he belonged to in Canada. Among other questions, he asked if the men were satisfied, and I replied, 'Yes, with one exception. He wanted to know what that was, and I said that they did not get enough fighting, upon which he promised me that we would get every chance from this out.'" This battery was in action at Rietfontein on September 6th and 7th, the men conducting themselves with great bravery. The trade will read the above with much satisfaction.

AN ECHO of the diamond smuggling case, reported in a former issue, comes from Lockport, N.Y., U.S.A., last month in connection with the postponement of the trial of the alleged smuggler, Max La Sar, as follows:—Before putting over the trial of the criminal action against Max La Sar, the alleged smuggler, the Government's attorneys received permission to take the evidence of Dr. Vandandaigne and Mr. and Mrs. Victor Pilon, all of Montreal, by a commission. The court ordered that the evidence be taken before Commissioner Pound, of this city. The reason for this lay in the fact that Vandandaigne has been held in the Niagara county jail since early in the



summer as a witness against La Sar. The Pilons are under bonds. The evidence of each of these witnesses was taken before Commissioner Pound. The story told by each of them was practically the same as the one told by them immediately after their arrest at Niagara Falls. After such corrections and additions have been made to the written testimony as are thought necessary, application will be made to the court for the freedom of all the witnesses on their own recognizances to appear in Buffalo in November, at which time it is expected that the trial of La Sar will proceed.

THE FOLLOWING CLEVER PARODY on the "Chink, Chink, Chinaman" song, so popular about a year ago, is from the *Sydney* (Australia) *Bulletin*, and in the light of probable events is well worth reading and will afford amusement if not instruction.

Ching-chong Chinceman, bloomin' how-de-do,
Slaughter allee foleigner, missionalee too ;
Mad go, sad go, Eulopeans cuss,
Ching-chong Chinceman, can't hurt us.

Ching-chong Chinceman, tellible assault,
Blamee Chistianitee, bible-pleacher's fault ;
Lord's sake, sword's sake, workee Heaven's will,
Ching-chong Chinceman, kill, kill, kill.

Ching-chong Chinceman, Debbil likee fun,
Bound to lastee 'ong time, now it am begun ;
John Bull, hands full, fill 'em rather more,
Ching-chong Chinceman, gore, gore, gore.

Ching-chong Chinceman, how will trouble end,
Welly wealthy John Bull, lots of money lend ;
Ships in, chips in, plofit by the smash,
Ching-chong Chinceman, cash, cash, cash.

ZIMMERMAN-McLAREN. One of the prettiest weddings of the year took place at Toronto on the 9th October in St. Peter's Church, when Miss Edith Zimmerman was joined in wedlock to Dr. Wallace McLaren, the Rev. Archdeacon Body, assisted by the Rev. Beverley Smith, tying the knot. The bride was attended by Miss Louie Fulton, Miss Flora Zimmerman and Miss Alice Hobson, and the groom by Mr. Worthington Jull. The bride wore a gown of white meteor silk and carried a beautiful shower bouquet of white bridal roses and lilies of the valley. Both the church, and the house of Mrs. Marshall, 78 Gloucester street, were most artistically decorated for the occasion. In the church palms, dahlias and graceful festoons of smilax made a pretty scene, while for the reception at the house the bridal table was decked with delicate bride and bridesmaids roses, lilies of the valley, smilax and maidenhair fern, and the scent of white and pink roses, American beauties and carnations filled the pretty drawing-room. The charming bride is the eldest daughter of the late Mr. John Zimmerman, of the firm of Zimmerman, McNaught & Lowe, wholesale jewelers, and well known to the jewelry trade some fifteen years ago when that firm was engaged in business. The wedding was attended by a number of our leading Canadian jewelers both in Toronto and from other parts of Canada.

THE SEIZURE of a large consignment of watches at Crystal Beach, that were being smuggled into Canada has created a considerable amount of talk amongst the watch importers of the country. The value of the goods seized by the customs authorities is said to have been about \$2,000, and, of course, it goes without saying, that this attempt at smuggling was made by adventurers and not by any responsible importing house. Once again the old adage, "that the pitcher that goes often to the well is sure to be broken at last," has been verified, and these adventurers who have been pursuing their unlawful avocation for some time past have at last come to grief. The general verdict amongst the trade is "served them right," and lit or no sympathy whatever is expressed for their mishap. The customs authorities have lately intimated that they propose to inaugurate a strong effort to put a stop to this illegal practice which not only adversely affects the revenues of the country, but creates a

very unfair competition against the honest importer who pays the duty levied by the Government. It is expected that in the near future private detectives will be investigating the importation of goods along the borders, more particularly in the Maritime Provinces and the southern borders of Ontario and Quebec. They are determined to stamp this abuse out if possible, and it is to be hoped that they will have the co-operation of every fair-minded jeweler.

MR. STOWE, the consul for the United States at Cape Town, Cape Colony, in a recent report to his government states that there will be a great revival of trade in South Africa as soon as the war is over. He thinks, however, "that the Dutch element will, for a time at least, endeavor to boycott British goods and that it will be a very favorable chance to introduce American goods on that account." If this opinion of Mr. Stowe's is well founded, there is an easy and effective way of preventing such a boycott that both the British Government and those of the other great colonies should try and put in operation as speedily as possible. That is to arrange a system of preferential trade between the South African colonies and the rest of the empire, by means of which British goods would enter that country at a lower rate of duty than from foreign countries such as France, Germany or the United States. In other words, try and effect a similar arrangement between the South African colonies and the rest of the British Empire as now prevails between Canada and the Mother Country, only that the preference should be reciprocal instead of one-sided. If the Mother Country objects to enter into such an arrangement there is no reason why Canada and Australia should not do so on their own accounts. By this means Canadian products which parallel United States goods in a great many lines would be substituted for them, and this country would be a great gainer thereby. The scheme is perfectly feasible and, as we pointed out some time ago, before this boycott was ever talked about, it would be sound statesmanship on the part of the Canadian Government to try and effect such a preferential arrangement as speedily as possible. Canada and South Africa are not commercial rivals—rather is one the compliment of the other.

BURGLARY IN A TORONTO JEWELRY STORE.—The jewelry store of Boyce & Co., at 164 Queen Street west, Toronto, was entered during the night of Wednesday, October 24th, and about seven dozen imitation diamond rings and a couple of valuable watches and some other articles were stolen. The thieves, before securing an entrance to the place, had to climb over a brick stable about thirty feet in height and then drop down into the yard. Finding that the windows leading to the store were out of their reach, they went to a shed in the rear of Hargreaves Bros.' drug store, a few doors away, and secured a ladder. Once inside, the thieves broke open the showcase and abstracted six dozen rings and two open faced English verge watches, which were valued at a high price because they were made nearly 100 years ago. The thieves then secured a box of rings from the window and decamped. The robbery was discovered early next morning and immediately reported to the police. Detective Black, on making an examination of the premises, found a hat and five rings on the floor of the store and one dozen more rings and the ladder on the roof of the stable. The building was fitted throughout with a burglar alarm, but for some reason it failed to do its work. Late in the afternoon Constable Beatty, who is doing special bicycle duty, learned that two men were attempting to dispose of a number of rings in one of the city hotels. The policeman waited around a short time and William Todd, of 118 York Street, one of the men, came out. He was promptly taken into custody, and at the Court Street Station, where he was taken, five rings were found in his possession. In the meantime Constable Phillips had been placed on guard at the hotel, and when the second man, Charles Watson, better known as "Soxey" Watson, put in an appearance, he was placed under arrest. Watson was handed over to Detective Black, and locked up at the Agnes Street Station. When he was searched nineteen rings and one of the stolen watches were located in his pockets. Both men are charged with burglary, and have been in trouble before.



OFTEN YOU ARE ASKED FOR SOMETHING IN
STERLING SILVER WHICH YOU HAVE NOT GOT.

CUT THIS OUT AND STICK IT UP

FOR A QUICK HANDY REFERENCE AS TO WHERE YOU
CAN PROCURE AN ARTICLE ON SHORT NOTICE.

WE CARRY BY FAR THE LARGEST STOCK IN CANADA, AND ARE CONSTANTLY
ADDING TO IT AND WILL BE PLEASED TO HAVE YOU SELECT FROM IT.

Atomizers, cut glass, sterling
mounts.
Brushes, combs, mirrors, etc.
Berry bowls (or salad bowls),
cut glass, sterling mounts.
Bon bon dishes.
Bread trays.
Butter dishes.
Butter plates.
Blotters.
Biscuit jars, cut glass and ster-
ling mounts.
Cigar jars, cut glass and ster-
ling mounts.
Cigarette and marmalade jars.
Claret jugs.
Cups.
Candlesticks.
Crumb trays and scrapers.
Celery trays.
Cork screws.
Coffee sets.
Cologne bottles.
Flasks, silver or cut glass.
Funnels.

Gravy boats.
Ink stands.
Jewel stands.
Knife rests.
Letter or bill fyles.
Letter holders.
Lavender salts bottles.
Loving cups.
Match safes.
Mucilage pots.
Mustard pots.
Meat dishes.
Manicure goods.
Napkin rings.
Pen wipers.
Pen racks.
Pen trays.
Puff boxes.
Prize cups.
Perfume bottles.
Peppers and salts.
Pitchers.
Punch bowls.
Razor strops.
Salve boxes.

Soap boxes.
Soap dishes.
Shaving soap boxes.
Shaving brushes.
Shaving cups.
Sugar sifters.
Sugars and creams.
Salt sets and sellers.
Smokers' sets.
Smokers' lamps.
Shoe horns.
Soup tureens.
Syrup jugs.
Tea sets.
Tete-a-tete sets.
Tea bells.
Tea caddies.
Tea strainers.
Tea balls and holders.
Taper holders.
Trays.
Vegetable dishes.
Vases.
Waiters.
Water bottles. Etc., etc.

Also Seven Patterns in Flatware, from a Salt Spoon to a
Soup Ladle, carried in stock.


TRADE MARK ON FLATWARE.

Simpson, Hall, Miller & Co.

A. J. WHIMBEY,
Manager.

50 Bay St., Toronto.



A POPULAR YOUNG TORONTO JEWELER MARRIED. — St. Simon's Church, Howard street, Toronto, was filled with a very fashionable assembly on the afternoon of October 2nd to witness the marriage of Miss Florence Saunders, sister of Mrs. John F. Ross, and Mr. Herbert Kent, of the firm of B. Kent & Co., Toronto, which took place at 3 o'clock. Rev. Ernest Wood, assistant rector of St. Simon's, performed the ceremony, and the bride was given away by her brother-in-law, Dr. John F. Ross. She wore a very elegant gown of white taffeta. Exquisite old *pointe* lace was inserted on the overskirt, and the transparent yoke was also of old *pointe*; the veil was caught in place by a "half moon" of diamonds, the gift of the groom, and the bridal bouquet was of white roses and lilies of the valley. Miss Edith Kent, sister of the bridegroom, was the only attendant, and she wore a charming frock of pink mousseline de soie, touched with black velvet, and a picture hat of black velvet. Mr. Sydney Hesson assisted the groom, and the ushers were Messrs. William Ross, Alfred Morrison and James Watt. After the ceremony a reception was held at the residence of Dr. Ross, 43 Huntley street. The drawing rooms were handsomely decorated with palms and pink roses. The happy couple stood before an artistic bank of ferns and received the good wishes of their many friends, after which a *dejeuner* was served. Mr. and Mrs. Kent left on the evening train for New York, Philadelphia, Washington and Baltimore. On their return they will reside at 196 Avenue Road. Among the many handsome presents received was a china clock from the employees of the firm of B. & H. B. Kent. The guests included Dr. and Mrs. Bridgland, Bracebridge; Mr. and Mrs. Ambrose Kent, Mr. and Mrs. Aubrey White, Mr. and Mrs. F. W. Bailey, Mr. and Mrs. Benjamin Kent, Miss Lillian Kent, Miss Eva Kent, Mr. Sydney Kent, Miss Edith Stanway, Miss Fraser, Mr. and Mrs. Langmuir, Miss White; Mr. William Ross, Port Perry; Mr. Charles Ross; Mr. and Mrs. W. E. Plin, Brantford; Rev. D. C. Hassock and Mrs. Hassock, Mr. and Mrs. Bongard, Miss Gertrude Scarfe, Brantford.

A PIONEER JEWELER GONE.—In the death of Mr. Gilbert Fowler, of Winnipeg, Man., which took place on the 11th of October, that city loses one of its oldest and most respected merchants, and the Canadian North-West one of its pioneer and most enterprising jewelers. Mr. Fowler was well and favorably known to the wholesale trade of Canada and the United States, and had the reputation of being a man of much ability and keen judgment. His firm have been very successful in their business and have always enjoyed the confidence of the public. Mr. Fowler was a Canadian by birth, having first seen the light of day seventy years ago in Bridgetown, Annapolis County, Nova Scotia. His father was a shipbuilder there but had come from England. For a number of years Mr. Gilbert Fowler did a general mercantile business there; he was also for some years editor of a paper there and afterwards in Portland, Maine. He was also connected with military matters for some time and held the office of quartermaster. Subsequently, going to Buenos Ayres, South America, he spent some years on his uncle's plantation. He was largely interested in political affairs while in Nova Scotia, and afterwards in South America. Rev. Dr. Tupper, father of Sir Charles Tupper, was a frequent caller at his store in those days and the friendship begun in that way lasted between them until the day of his death. Mr. Fowler came to Manitoba some twenty years ago and established a large jewelry business, which was carried on under the firm name of Fowler & Pollock. In the earlier years of his life he took an active interest in politics. He was fond of hunting and was well known among the sportsmen of the city. His religious associations were with Holy Trinity church. He leaves a widow, one daughter, Mrs. Frank Oler, of Qu'Appelle, and one surviving brother, Mr. Wallace Fowler, who resides in Nova Scotia. The funeral was very largely attended. A large number of well-known Canadian jewelers attended as a last mark of respect to the deceased. Amongst them were the following: Mr. D. R. Dingwall, Winnipeg; Mr. George Andrew, Winnipeg; Mr. T. J. Porte, Winnipeg; Mr. A. M. McDougall, Winnipeg; Mr. C. H. A. Grant, Montreal; Mr. Sydney H. Lee, Toronto; Mr. C. D. Maughan, Toronto, and Mr. R. A. Wylie, of Hamilton.

LITERARY NOTICE.

November Ladies' Home Journal. "The Loveliest Woman in All America," "The Future of the White House," "The Man Who Wrote Narcissus," "Waiting for the Mail" a page drawing by A. B. Frost and "How Aunt Sally Brought Down the House," a short story, are some of the excellent features of the November *Ladies' Home Journal*. In the same issue Clifford Howard continues "The Story of a Young Man," Charles Major his "Blue River Bear Stories," Elizabeth Stuart Phelps her serial, "The Successors of Mary the First," and "Josiah Allen's Wife" family narrates the incidents of her fourth visit. Edward Bok forcibly contends that the Americans show execrable taste in furnishing their houses, and "An American Mother" convicts the Americans of having bad manners. Plans are given for "A Quiet, Old-Fashioned House for \$6600," and interior views of "The Most Artistic House in New York City" right worthily occupy two pages, as does "Through Picturesque America," which pictures the scenic beauties of California. There are numerous articles on the fashions, and woman's work. By The Curtis Publishing Company, Philadelphia. One dollar a year; ten cents a copy.

"THE ISLE OF UNREST," by H. Seaton Merriman, author of "The Sowers," "In Kedar's Tent," etc., is an illustrated story of that wonderful little island of Corsica, which has not only given the world the Great Napoleon but the "Vendetta" which has probably been the subject of more romances than any other thing we know of. In the "Isle of Unrest" Mr. Merriman has built his story upon the Vendetta between two well-known and influential families of Corsica, and has introduced into it a kind of Romeo and Juliet affair in which the daughter of one of the contending houses and the son of the other manage to fall in love with each other, and instead of the regulation murder episode the affair finally culminates in their marriage. It is a most interesting and readable book and we can commend it to our readers as a good means of wiling away an idle hour and obtaining information and pleasure at one and the same time. Published by William Briggs, Toronto. Price, cloth, \$1.25; paper, 75c.

"QUISANTE," by Anthony Hope, author of the Prisoner of Zenda, etc., etc., is a new novel, which, contrary to usual custom, has been issued direct in this form instead of by serial publication. Like all of Anthony Hope's stories, this tale is true to the life and is told with a naturalness and exquisite attention to details which makes him one of the foremost authors of the present day. The principal characters in the story are Alexander Quisante and his lady love, May Gaston, both of whom move in the upper circles of English Society and thoroughly reflect the character and opinions of the present day. The interest in the story centres principally around the imperious alternative with which Quisante was confronted and how he met it. Taking it altogether we consider this one of the brightest and most entertaining stories that Anthony Hope has yet written, many of the dialogues being exceptionally brilliant. The book holds one interested from start to finish, and we can safely say that there is not a single dull page in it. Published by William Briggs, Toronto. Cloth, gilt top, \$1.50; cloth, \$1.25; paper, 75c.

BARRIE'S LATEST book is no mere novel. It is a great piece of character study. You hurry through the book once, for the story which fascinates you so. But on reflecting that a literary crime has thus been committed, you re-read carefully in order to grasp every fine point of this artistic production. The pictures remain with you. You open a Barrie gallery at once, and it is never to be closed. Dickens could not inspire you to more than this. In the crowded street you meet a young woman with haughty bearing, and think this is a bit like the Grizel of your gallery. But the crooked smile is not there, and so you are ever after searching faces for that. Boys on the street interest you more than they did. There may be a Tommy among them—"a lad of sixteen, mysteriously plain; hair light brown and waving defiance to the brush, nothing startling about him but



Jewelers' Security Alliance of Canada.

President:
GEO. PHINGEE, Guelph.

Vice-Presidents:
F. C. CLAIRBOWD, Hamilton. A. MOFFATT, Brantford.
J. T. SKALBB, Mt. Forest.

Treasurer:
HEN. CHAPMAN, Toronto.

1900 FEE FOR NEW MEMBERS \$2.00

SEND IN YOUR APPLICATION AT ONCE.

ED. BEETON, Secretary,

47 Adelaide Street East,

TORONTO.

Silver Cream...

The favorite preparation for cleaning and polishing silver and gold plated ware, nickel and tin goods, metal or glass-ware. By use of Silver Cream the plating will last longer, and retain perfectly new appearance.

THE SILVER CREAM COMPANY,
88 WELLINGTON ST. WEST, TORONTO.

NOTE.—To introduce SILVER CREAM we will send any quantity (from one dozen up) per Express (charges paid) on receipt of price, \$1.50 per doz.

The proof that our work is properly done is in the fact that our customers stay with us. We were established in 1874, and some of our customers have dealt with us ever since. The trade can rely on getting first-class work done both in Watch Repairing and Jewelry Jobbing. Also the best training shop for young watchmakers in every-day work. Orders for Watch Material carefully filled.

C. W. COLEMAN, 10 King St. West, TORONTO.
Estimates furnished for Tower Clocks.



No. 35.
R. H. Plate, each, \$1.75.
10k. S. & 2 Gold, each, \$7.00.



No. 277.
Enamelled and Hand Painted
Frame, \$2.00 each.



No. 194.
Enamelled Leaves, 8 Stone.
R. P. \$1.52.



No. 73.
Roll Plate, each, \$1.50.



No. 222.
Roll Plate, \$2.00, includes
2 pictures.

Above are a few of the sixty styles illustrated in our New Catalogue, sent free on application, or including sample of our enamel photo work for 10 cents. All prices include beautiful enamelled photograph copied from any picture sent us. Photo returned uninjured.

We sell frames without pictures suitable for hair, etc. Get a few samples and take orders for this newest kind of Novelty Jewelry for Xmas Trade.

Photo Jewelry Mfg. Co., 49 King St. West, Toronto.

A. C. ANDERSON,
Manager.

Received Special Bronze Medal at 1900 Toronto Exhibition
for Novelty Enamelled Jewelry.

ALBERT KLEISER,

IMPORTER OF

Watchmakers' and Jewelers' Tools and Materials and GENUINE AMERICAN Watch Material.



2203 Waltham 18s N.M.

- American made Balance Staffs for Elgin, all sizes.
- “ “ “ Waltham, all sizes.
- “ “ “ Hampden, “
- “ “ “ Illinois, “
- “ “ “ Columbus, “

Also for all other makes not mentioned above.

Gray finish, per doz., 75c. Polished, per doz., \$1.00.

American Made Balance Jewels for all the above.

Garnet, per doz., 50c. Sapphire, per doz., 75c.

Guaranteed to be equal in fit and finish to anything on the market. Send trial order and if they are not as represented, return them to me.

Ruby Pins for all sizes Am. Watches, per doz., 15c.; per grs., \$1.50.

Buy the Genuine Waltham Mainsprings, made and put up in Special boxes by the Waltham Watch Co. as per cut. Price 75c. per doz. for all kinds of American Watches.

I pay Postage on all small parcels, also Express on orders for Ontario amounting to five dollars or over, and on orders for the North-west and Lower Provinces amounting to ten dollars or over.

The above prices and quality of Staffs and Jewels are only to be had by sending orders direct to my Office, 67 Yonge St. TORONTO, as I do not



the expression of his face, which was almost fearsomely solemn and apparently unchangeable.

Barrie is a daring author. He has taken liberties with an old custom, the custom of exalting the hero throughout. Instead, therefore, of doing what we have been trained to expect, this author has made the character of a Tommy a very human one, with more failings indeed than one man can gracefully carry; and when we find ourselves liking him at all, it is (we explain apologetically) for the sake of dear Grizel, to whom he was all. The book is a charming one, interesting from the very first page.



PROTECTIVE PASTE FOR POLISHING. — Mix gum arabic 1 part, whiting 1 part and sugar 1 part with water into a paste.

NITRATE OF SILVER SPOTS. — To remove these spots from white marble, they have to be painted with *eau de javelle*, and after having been washed should be passed over a concentrated solution of thio-sulphate of soda (hyposulphite).

TO CEMENT AMBER — In 30 grammes of copal dissolve 30 grammes of alumina by means of a water bath. Bathe the surface to be cemented with this gelatinous liquid, but very slightly. Unite the fractures and press them together firmly until the mixture is dry.

CLEANING SILVER WARE. — It is well known that the cleaning of silver ware, by means of the various powders now used for this purpose, has its drawbacks. It is recommended, for restoring silver articles to a new condition, to use a saturated solution of hyposulphite of soda, which gives the best results. It is sufficient to employ a brush or a rag and to wash afterwards in plenty of water.

SIMPLE PROCESS OF RESILVERING TABLE WARE. — Take 100 grammes of distilled water and divide it into two equal portions. In the one dissolve 10 grammes of silver nitrate and in the other 25 grammes of potassium cyanide. The two solutions are reunited in a single vessel as soon as completed. Next, prepare a mixture of 100 grammes of Spanish white, passed through a fine sieve, 10 grammes of cream of tartar, pulverized, and one gramme of mercury. This powder is stirred in a portion of the above liquid so as to form a rather thick paste. The composition is applied by means of the finger, covered with a rag, on the object to be silvered. The application must be as even as possible. Let the object dry and wash in pure water. The excess of powder is removed with a brush.

ALUMINUM AS A SUBSTITUTE OF SILVER PLATE. — An essential feature in the employment of aluminum for various industries is the power of that metal to resist the corrosive action of water. *Dinglers' Polytechnisches Journal* recently chronicled experiments made on this subject at the Physical Institute of Berlin, which were attended with the following results: A tube of aluminum was taken, found on analysis to contain .58 per cent. of silicon and .32 per cent. of iron, without a trace of lead or copper; also an aluminum plate containing .72 per cent. of silicon, and .50 per cent. of iron, and .25 per cent. of copper. The experiments showed that aluminum, after immersion for 120 hours in water of varied composition, was corroded, this corrosion being strongest with hot water obtained from the town supply, and least with cold distilled water. The corrosion extended uniformly with the interior of the metal. Brass behaved much better. These trials show that the use of aluminum, from a chemical point of view, should only be resorted to under exceptional circumstances; and also that it cannot be used as a substitute for silver plate, an idea which is from time to time exploited.



As "The Trader" aims to be of practical assistance to the Retail Jewelers of Canada, it makes no charge for ordinary advertisements in this column. The subject matter of any advertisement must not exceed 50 words, and must reach us not later than the 20th of the month. In no case will answers to advertisements be permitted to be addressed to the care of this office. All advertisements intended for the Enquiry Column should be addressed to The Trader Publishing Co., Ltd., Toronto, Ont.

A SOLID cherry watchmaker's bench, 12 drawers, write or call at 43 Robert Street, Toronto.

FOR SALE — Counter show cases. E. F. Davis, Mitchell.

WANTED. — A pair of jeweler's rolls. Byers & Newton, Owen Sound.

WANTED. — A first-class watchmaker, one that can do engraving preferred. Apply to A. McMillan, 82 Sparks Street, Ottawa.

WANTED. — A first-class jeweler, one that can do engraving preferred. Apply to A. McMillan, 82 Sparks Street, Ottawa.

WATCHMAKER wanted for the North-West. Must be first-class. Apply to The Levy Bros. Co., Ltd., Hamilton, Ont.

WANTED. — Good workman, young man, one who can engrave preferred. Write stating wages expected and references, to Wm. Coates & Son, Brockville, Ont.

WANTED. — A young man with a year or two experience, who wishes to improve himself. Write stating wages expected and reference, to Wm. Coates & Son, Brockville, Ont.

WANTED. as salesman, watchmaker and jeweler, young man of twenty to thirty years of age, two to five years' experience, single. Apply to D. D. Campbell, jeweler, Dutton, Ont.

WANTED. A first-class working jeweller. One that can do general work preferred. Good wages, steady work. Address, The Breadner Manufacturing Co., cor. Bank and Ann Streets, Ottawa, Ont.

WANTED. A thoroughly practical watchmaker, with good references. Middle aged man preferred. For Vancouver, B.C. Apply, by return mail, to I. Herman, 130 Cordova Street, Vancouver, B.C.

WANTED at once, a first-class watchmaker, must be an A 1 workman. Good salary and permanent position to right man. Must be able to furnish good references as to character and ability. Address, A. L. McNavin, Springhill, Cumberland Co., N.S.

WANTED. A bright, honest and industrious young man, with some knowledge of the watch, clock and jewelry repairing. A good chance to gain experience and a knowledge of the optical business. Apply to "Watchmaker," c/o James Pitts, Temple Building, Montreal, Quebec.

YOUNG MAN desires position as watchmaker. Five years' experience. Address, C. D. Howe, 488 Elizabeth Street, London, Ont.

ENGRAVING ON STEEL. — Dissolve in 150 grammes of vinegar, sulphate of copper 30 grammes, alum eight grammes, kitchen salt 11 grammes. Now add 20 drops of nitric acid. According to whether this liquid is allowed to act a longer or shorter time, the steel may be engraved upon deeply or the surface may be given a very ornamental, frosted appearance.



THE M. S. BROWN CO., LIMITED,

STREET RAILWAY CHAMBERS, MONTREAL.

Guards, Lorgnettes, Bracelets.

YOUR FALL STOCK will not be complete unless you have an assortment of our gold, $\frac{1}{10}$ filled, and solid silver "Perfection" chain bracelets and our lorgnette chains—which are in the newest London styles. The bracelets are made both plain and set with selected stones, and will tempt any feminine eye

Links.

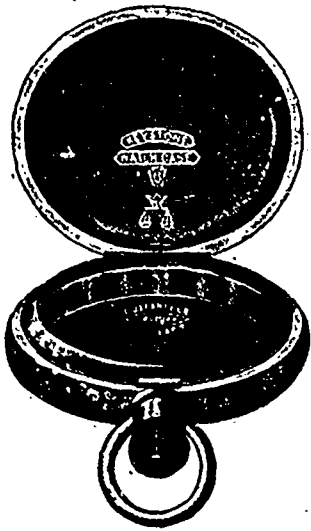
Modesty is all very well in its way, but honesty compels us to state that we have failed to find any collection of dumb-bell links, dumb-bell chain and bar connection links which compare with ours. They offer opportunities to the wide awake jeweler.

Generals.

Patriotism is sweeping over Canada in a great tidal wave—Turn it into dollars by selling our "General" Charms. Every lady will want one. If you have not seen them write at once for a sample. Sent free.

Repairs and Plating.

We have added to our repair shop a gold and silver plating department, and as with our other repairs we guarantee not only the quality of our work in this line, but also its prompt execution.



The guarantee stamped in every Boss' case is a contract with the buyer of the case in virtue of which the makers voluntarily bind themselves to give free of charge a new case of same grade in exchange for any James Boss case that fails to wear the full number of years specified in the guarantee.



Back of the above guarantee is THE KEYSTONE WATCH CASE CO., of Philadelphia, U.S.A., the largest and most reliable Watch Case manufactory in the world. We are sole agents in Canada for the BOSS filled and all other Cases made by this Company. THE NEW HOLIDAY STYLES ARE NOW READY FOR INSPECTION.

WE ARE NOW SHOWING THE LARGEST STOCKS IN CANADA OF

Elgin and Waltham Movements,

AND ALL THE LATEST IDEAS IN
SILVER AND GOLD JEWELRY.

NOVELTIES.

FINE LEATHER GOODS.

DIAMOND GOODS.

CANES.

DORFINGER'S CUT GLASS.

UMBRELLAS, ETC.

ALSO PHOTOGRAPHIC SUPPLIES.

JAMES A. PITTS,

TEMPLE BUILDING, MONTREAL.

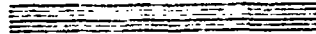


**The GOLDSMITHS'
STOCK CO. OF
CANADA, Limited,**

**Wholesale
Watch, Clock and
Jewelry Merchants,**

AND

Manufacturers' Agents.



Selling Agents for Ansonia Clock Company,

NEW YORK.

American Waltham Watch Company,

WALTHAM, MASS.

American Watch Case Co.,

TORONTO.

Roden Bros., Sterling Silver,

TORONTO.

Premier Rolled Plate Chains

and Bracelets.

Corner of YONGE and WELLINGTON STREETS,

TORONTO, Ont.